

JAMSETJI TATA

They said Jamsetji Nusserwanji Tata turned mud into gold. Or was it skillful management, clear thinking and honesty that did the trick? He had an uncanny knack for recognising a good business opportunity and a selfless will to improve the lot of his countrymen. Thus a little known Zoroastrian family became the foremost business house in India's industrial history.

OTHER ACK VISIONARIES:

J.R.D. TATA



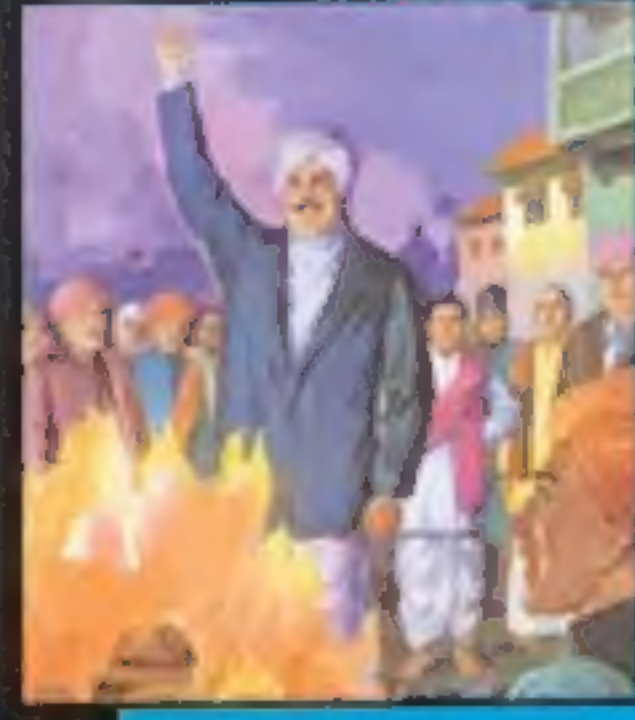
MAHATMA GANDHI



LAL BAHADUR SHASTRI



SUBRAMANIA BHARATI



ALSO LOOK FOR:

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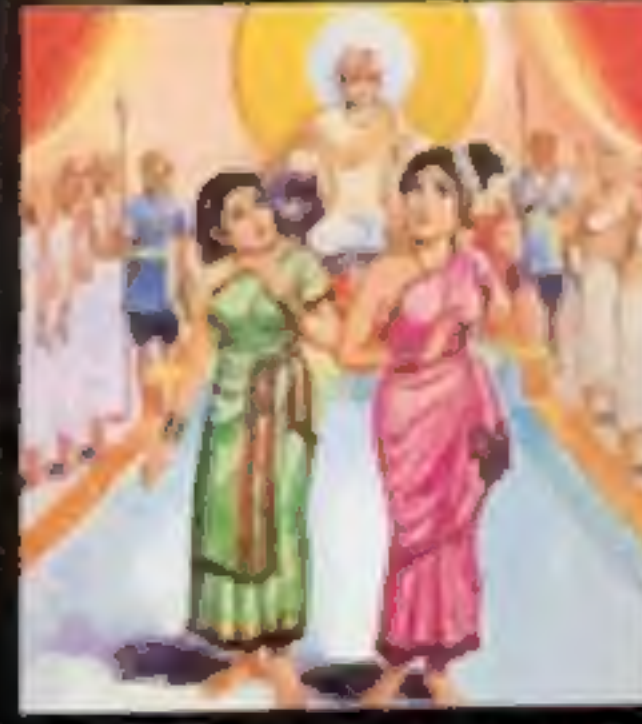
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VISIONARIES



JAMSETJI TATA

THE MAN WHO SAW TOMORROW

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THE MAN WHO SAW TOMORROW JAMSETJI TATA



HUMATA, HUKHTA, HVARSHTA*

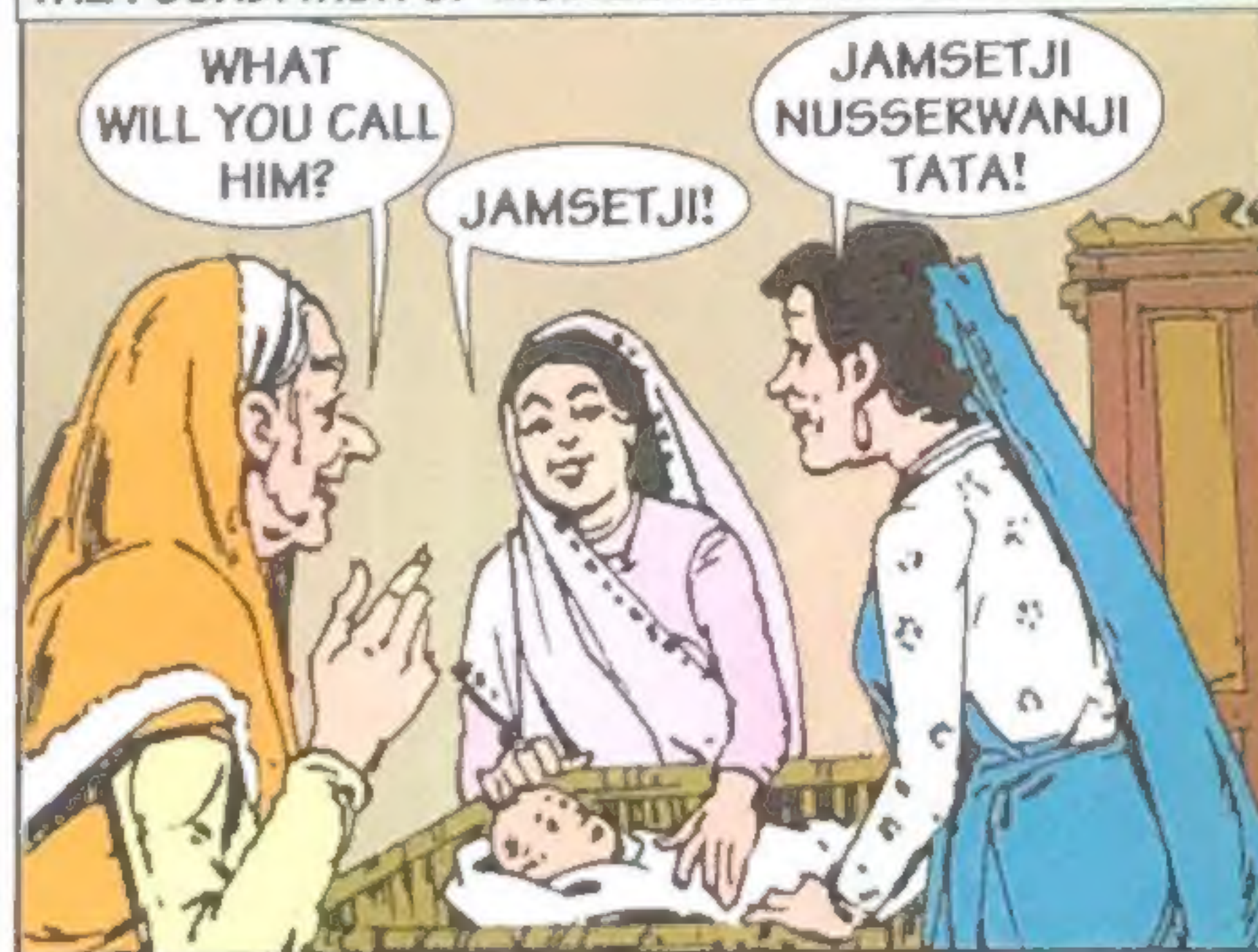
YEAR, 1839. DATE, 3RD MARCH. THE MAIN STREET OF THE TRANQUIL TOWN OF NAVSARI IN GUJARAT RANG OUT WITH GREETINGS...



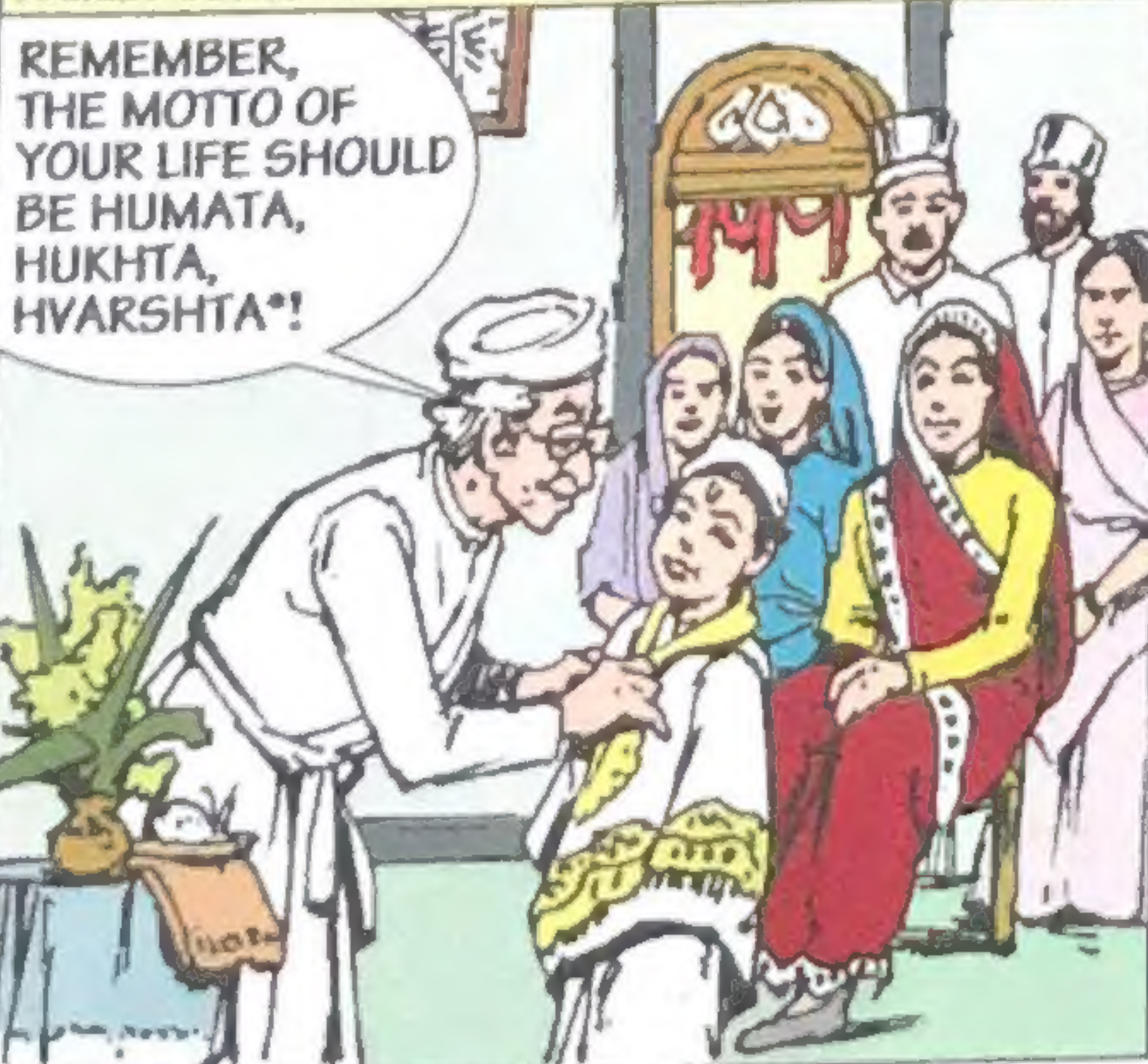
A SON WAS BORN TO A TEENAGE PARSEE COUPLE, NUSSERWANJI AND JIVANBAI TATA.



WHO COULD HAVE IMAGINED THAT ONE DAY THIS TINY TOT, BORN IN A FAMILY OF MODEST MEANS, WILL LAY THE FOUNDATION OF MODERN INDIAN INDUSTRY.



YOUNG JAMSETJI WAS INITIATED AS A NOVITIATE IN ZOROASTRIAN RELIGION. THE TATAS WERE A PRIESTLY FAMILY CONTENTED WITH THEIR SIMPLE, MODEST LIFE.



JAMSETJI'S FATHER, NUSSERWANJI, WAS AN AMBITIOUS YOUNG MAN. WHEN NUSSERWANJI MOVED TO MUMBAI WITH HIS FATHER, HE LOST NO TIME IN LEARNING THE BASICS OF TRADING ACTIVITY.



* GOOD THOUGHTS, GOOD WORDS, GOOD DEEDS.

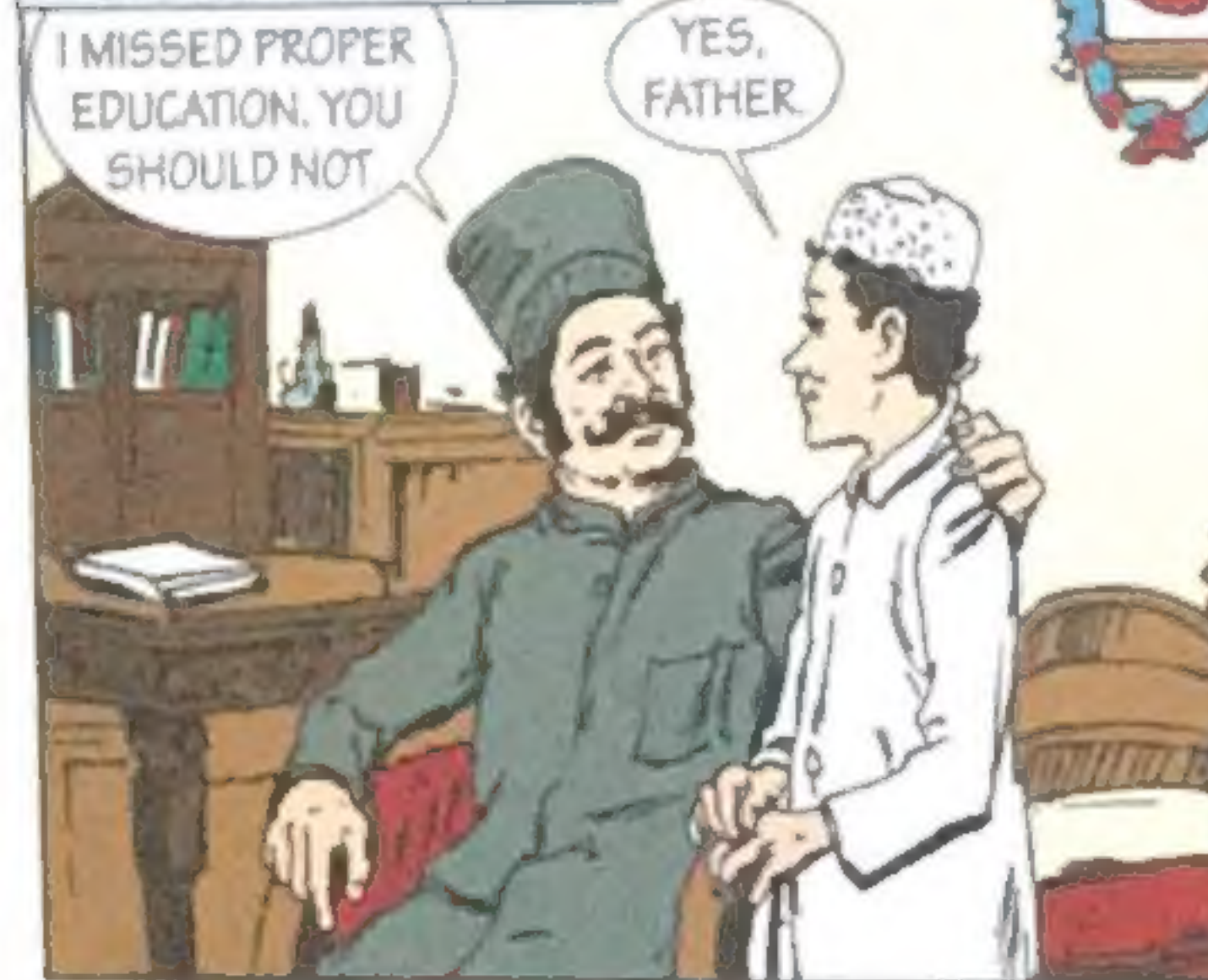
NUSSERWANJI SAVED MONEY AND SOON STARTED HIS OWN BUSINESS.



THIS ORDER MUST BE DELIVERED TODAY.

YES, SIR.

BY THE TIME JAMSETJI WAS 13, NUSSERWANJI'S BUSINESS WAS FLOURISHING. SO, JAMSETJI WAS SUMMONED TO MUMBAI.



I MISSED PROPER EDUCATION. YOU SHOULD NOT

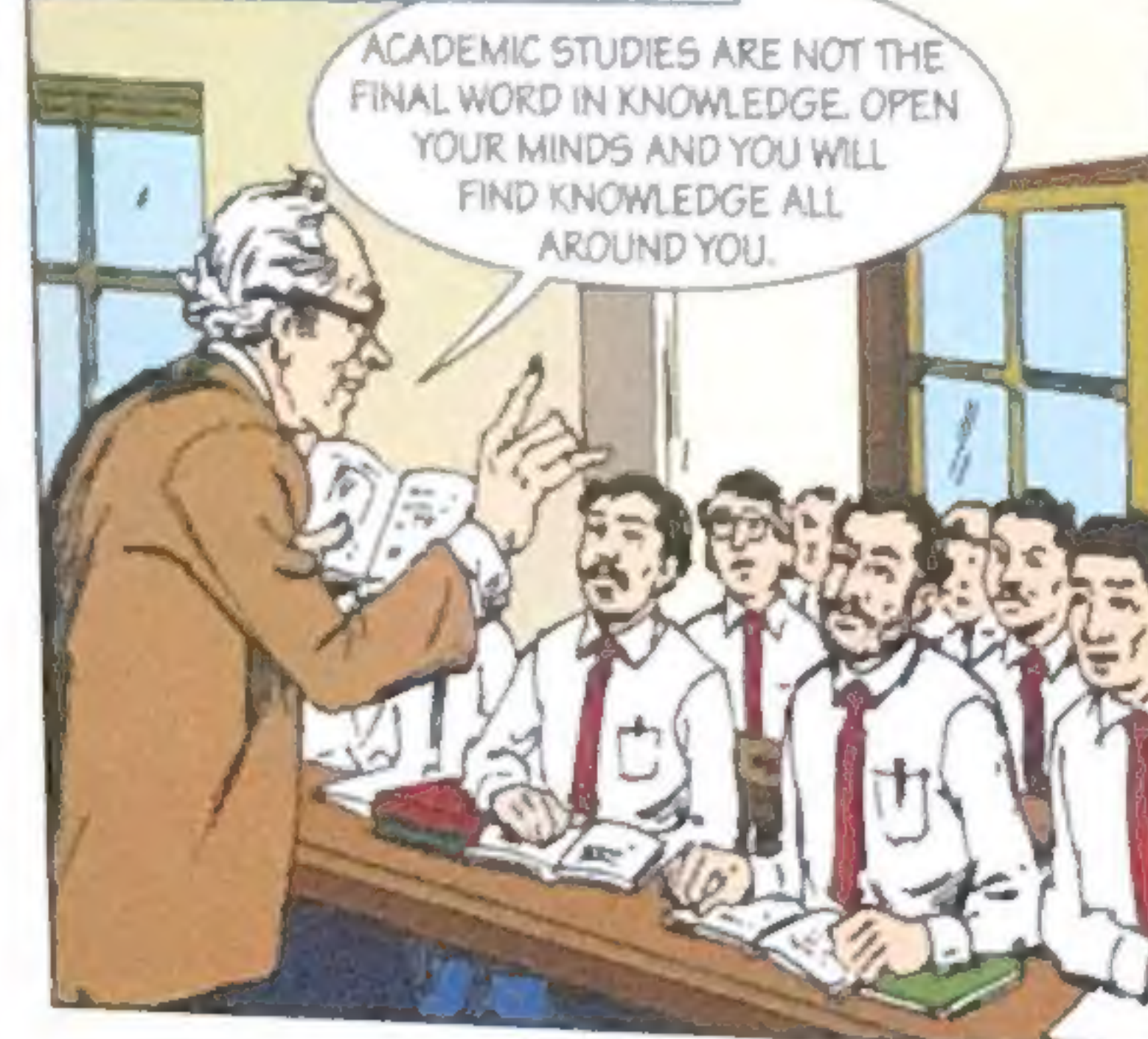
YES, FATHER.

NUSSERWANJI APPOINTED A PRIVATE TUTOR FOR HIS SON.



JAMSETJI, YOU ARE REALLY GOOD AT MATHEMATICS. KEEP IT UP!

IN 1853, AT 14, JAMSETJI WAS ADMITTED TO THE ELPHINSTONE INSTITUTE IN MUMBAI AS HE WAS A PROMISING STUDENT, THE INSTITUTE WAIVED HIS TUITION FEE.



ACADEMIC STUDIES ARE NOT THE FINAL WORD IN KNOWLEDGE. OPEN YOUR MINDS AND YOU WILL FIND KNOWLEDGE ALL AROUND YOU.

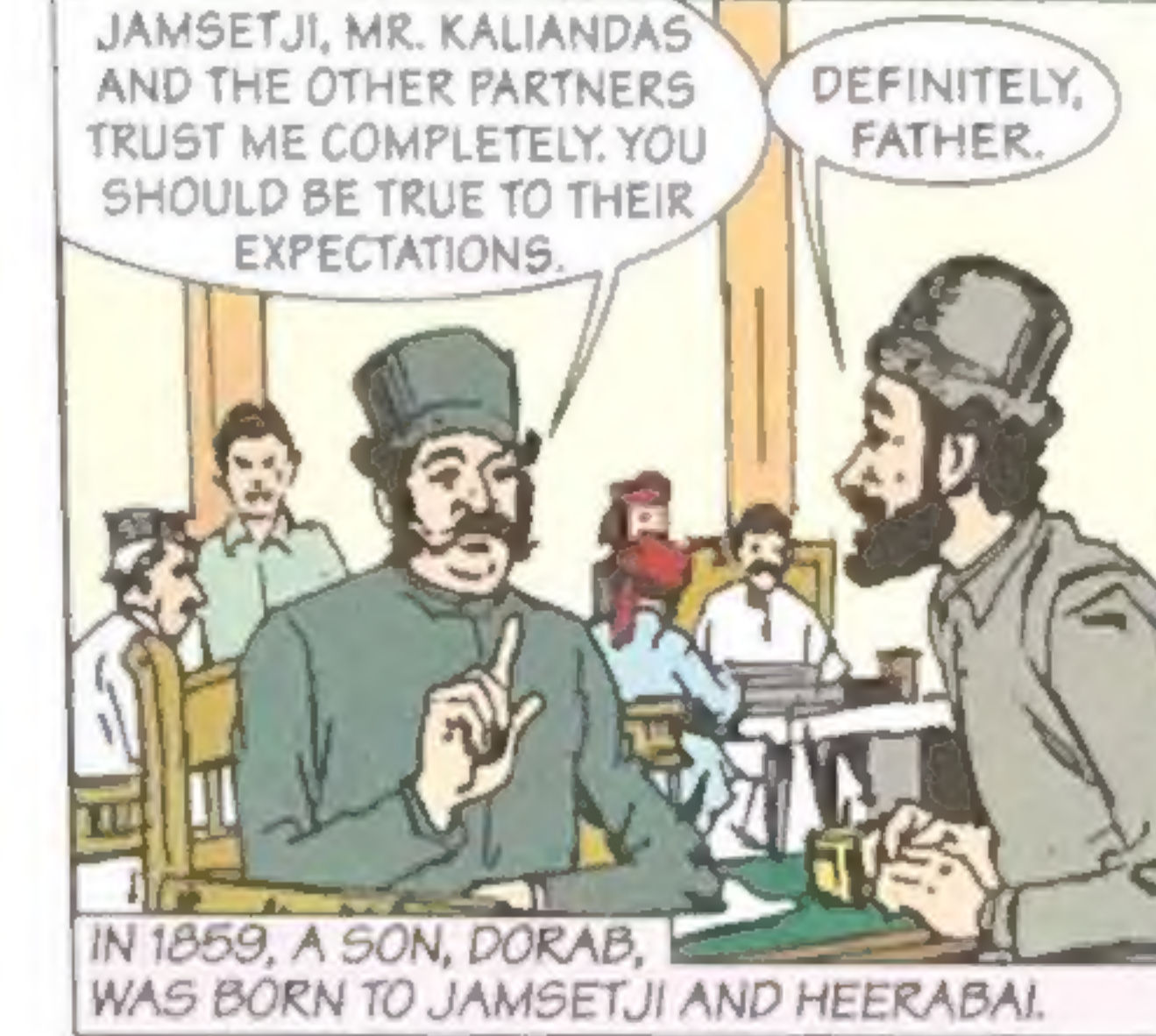
JAMSETJI MARRIED HEERABAI DABOO IN 1857. IN 1858, AT 19, JAMSETJI GRADUATED AS A GREEN SCHOLAR* FROM ELPHINSTONE.



* EQUIVALENT TO PRESENT DAY GRADUATION.

JAMSETJI TATA

AFTER COMPLETING HIS EDUCATION, JAMSETJI JOINED HIS FATHER'S FIRM, NUSSERWANJI & KALIANDAS. HIS FATHER WAS A THOROUGH TEACHER.

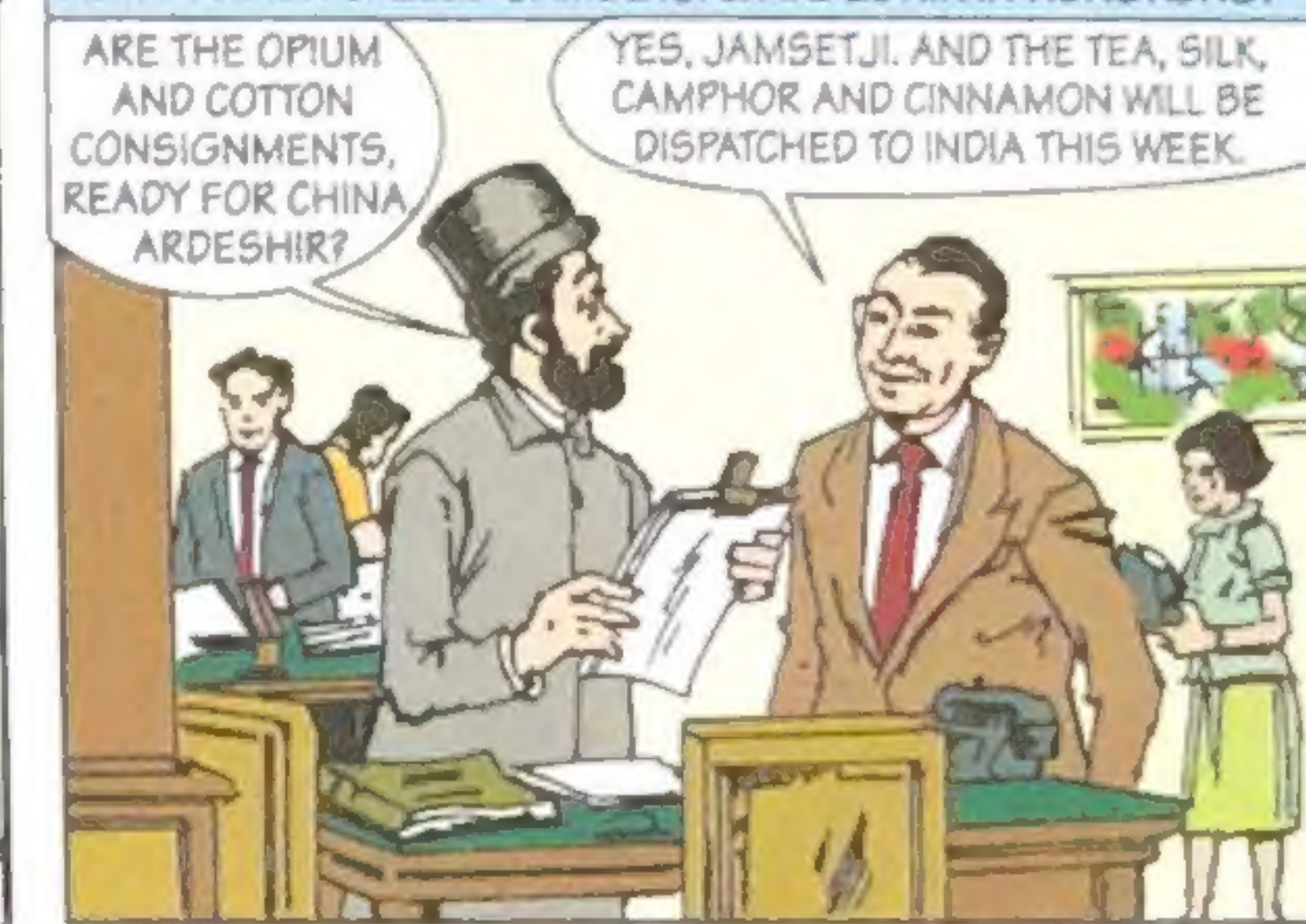


JAMSETJI, MR. KALIANDAS AND THE OTHER PARTNERS TRUST ME COMPLETELY. YOU SHOULD BE TRUE TO THEIR EXPECTATIONS.

DEFINITELY, FATHER.

IN 1859, A SON, DORAB, WAS BORN TO JAMSETJI AND HEERABAI.

JAMSETJI GAINED VALUABLE EXPERIENCE IN THE COMMODITIES MARKET. BY DECEMBER 1859, HE OPENED A NEW BRANCH CALLED JAMSETJI & ARDESHIR IN HONGKONG.



ARE THE OPIUM AND COTTON CONSIGNMENTS, READY FOR CHINA ARDESHIR?

YES, JAMSETJI. AND THE TEA, SILK, CAMPHOR AND CINNAMON WILL BE DISPATCHED TO INDIA THIS WEEK.



WHAT ABOUT COPPER, BRASS AND CHINESE GOLD?

THOSE WILL REACH INDIA IN THE FOLLOWING WEEK.

JAMSETJI WAS SHAPING UP AS AN ASTUTE BUSINESSMAN. THEIR BUSINESS PROSPERED.



A CIVIL WAR HAS STARTED IN AMERICA.

COTTON SUPPLIES FROM AMERICA HAVE DRIED UP.



THE LANCASHIRE TEXTILE MILLS ARE STARVED OF COTTON.

THEY ARE COMPELLED TO INCREASE IMPORTS FROM INDIA.



THEY ARE DESPERATE, AND ARE WILLING TO PAY DOUBLE THE RATE.

THIS IS THE TIME TO MAKE A KILLING.

WITH THE BOOM CAME A FLOOD OF MONEY. THEIR FIRM'S SENIOR PARTNER, KALIANDAS, INVESTED HEAVILY IN SPECULATIVE BUSINESS.

SPECULATION IS BEAUTIFUL. YOU INVEST IN CREDIT AND EARN IN CASH.

WE SHOULD BE A LITTLE CAUTIOUS, KALIANDAS.

NO WAR CAN LAST FOREVER. JAMSETJI SAW ITS END IN THE NEAR FUTURE.

FATHER IS RIGHT, KALIAN UNCLE. SPECULATION IS A DOUBLE-EDGED SWORD.

YOU ARE SHARP, JAMSETJI. BUT YOU LACK MY EXPERIENCE. LET'S MAKE HAY WHILE THE SUN SHINES.

IN 1864, THE WAR ENDED IN AMERICA AND THE BOOM TURNED INTO A CRASH. AMERICAN COTTON SUPPLIES HAVE RESUMED.

INDIAN COTTON'S DEMAND HAS TUMBLER.

OUR COMPANY IS RUINED!

THE COMPANY IS, I AM NOT!

HOW?

NUSSERWANJI KNEW HOW! HE SOLD HIS THREE-STORY PALATIAL HOUSE AND OTHER ASSETS, AND MOVED TO MODEST RENTED PREMISES.

BY SELLING HIS PROPERTY NUSSERWANJI PAID OFF HIS CREDITORS.

HERE IS YOUR MONEY, SETHJI.

I MUST SAY YOU ARE A MAN OF YOUR WORD, NUSSERWANJI!

NUSSERWANJI LOST HIS PROPERTY, BUT NOT HIS CREDIBILITY.

REMEMBER, JAMSETJI, CREDIBILITY IS THE BEST FOUNDATION OF BUSINESS.

EVERYTHING IS NOT LOST, IF YOU DON'T LOSE YOUR CREDIBILITY.

HUMATA, HUKHTA, HVARSHTA!

NUSSERWANJI'S CREDIBILITY HELPED HIM REGAIN HIS FOOTHOLD IN BUSINESS. THEN, IN 1867, HIS LUCK TURNED AGAIN.

KING THEODORE OF ABYSSINIA HAS ARRESTED THE BRITISH CONSUL.

KING THEODORE IS KNOWN TO BE RASH.

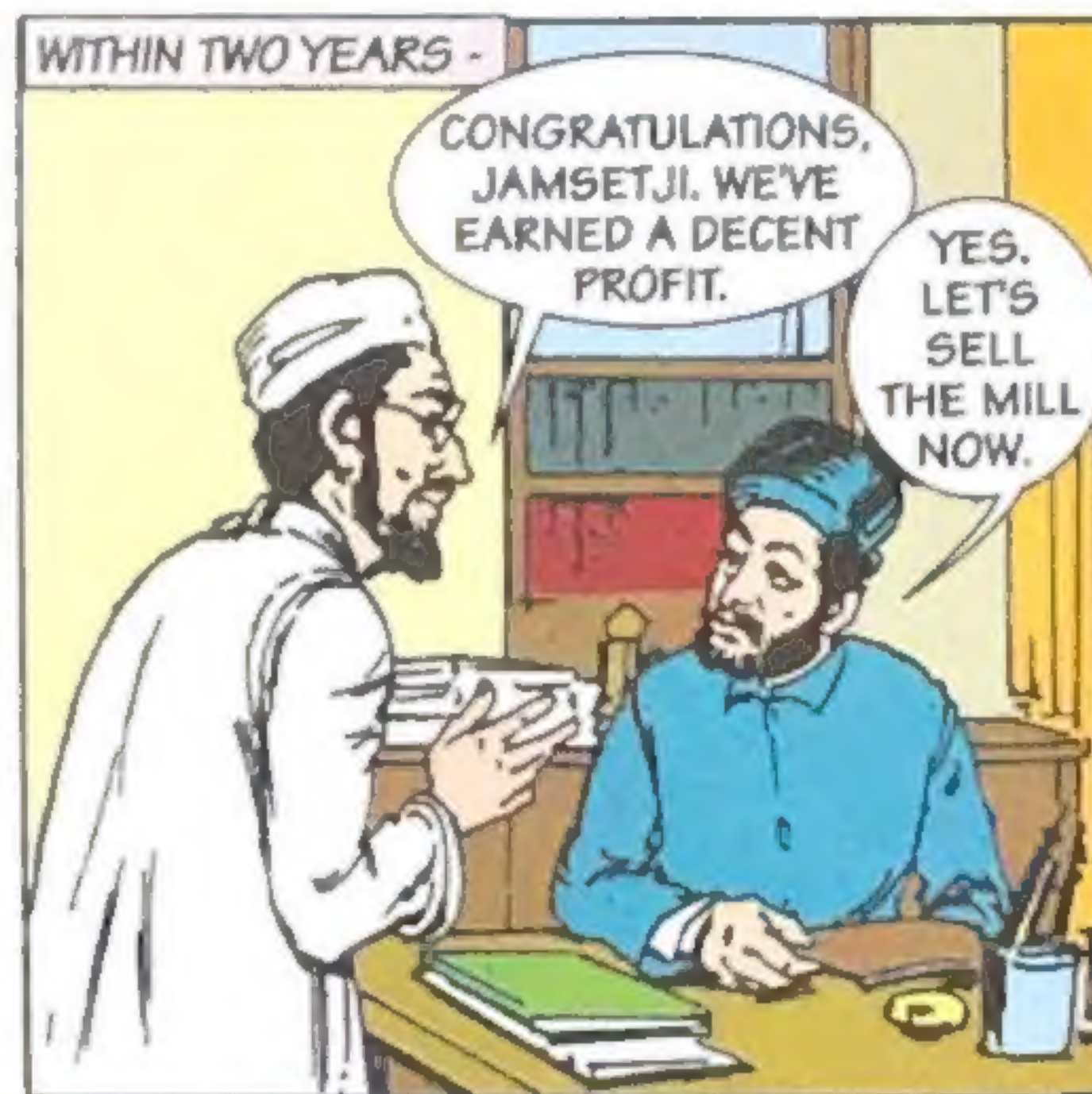
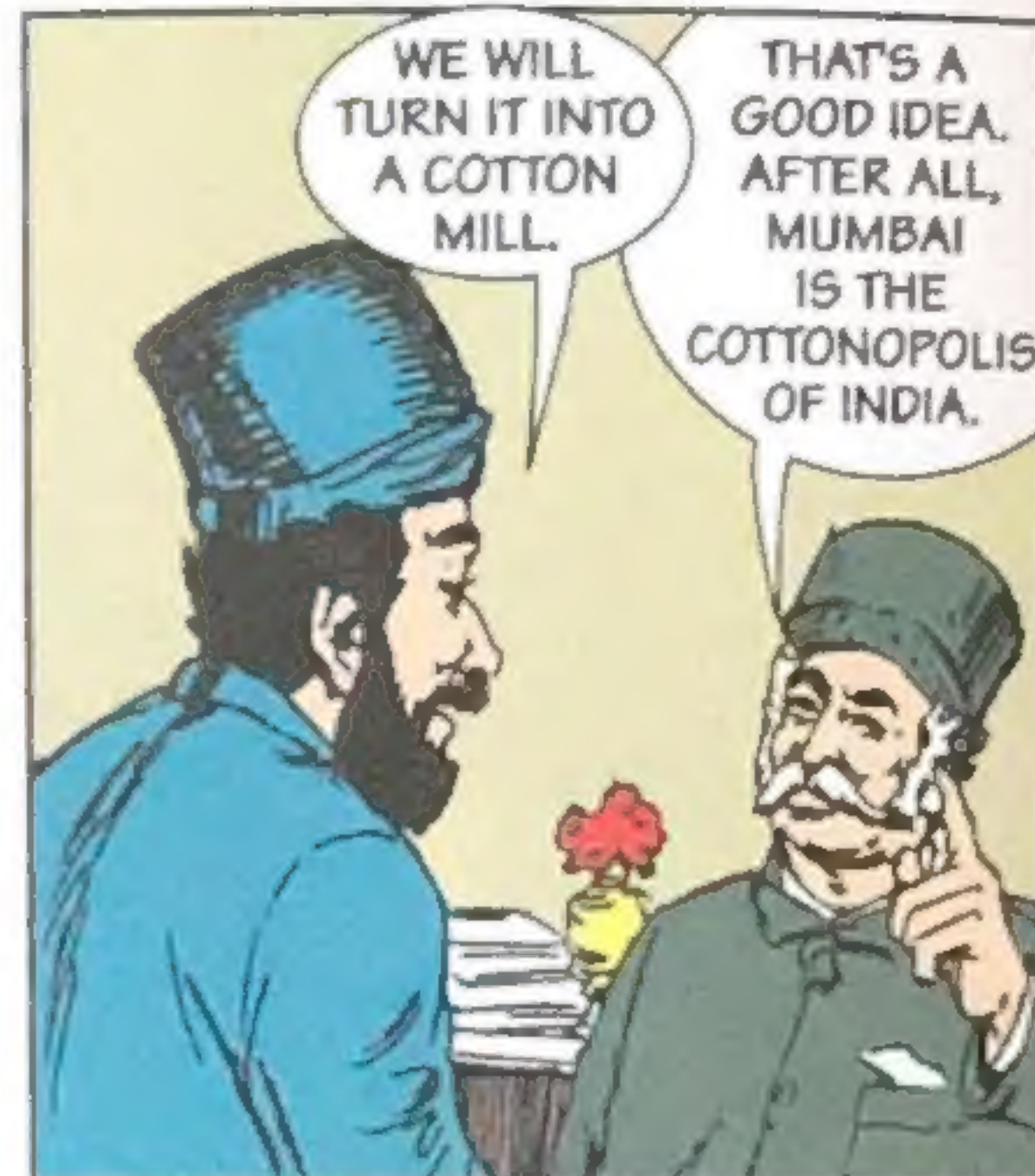
THE BRITISH ARE MOUNTING AN ATTACK ON HIM.

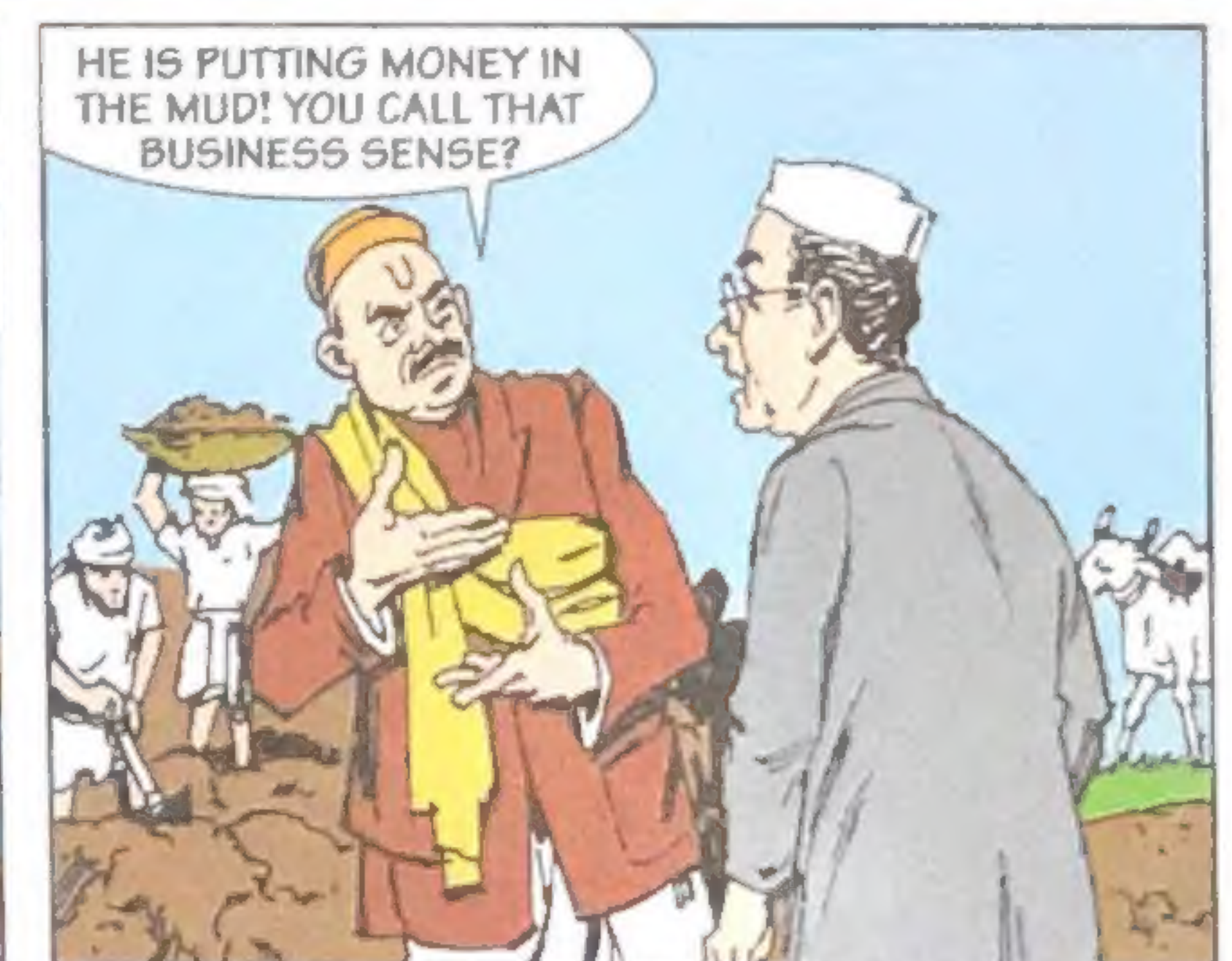
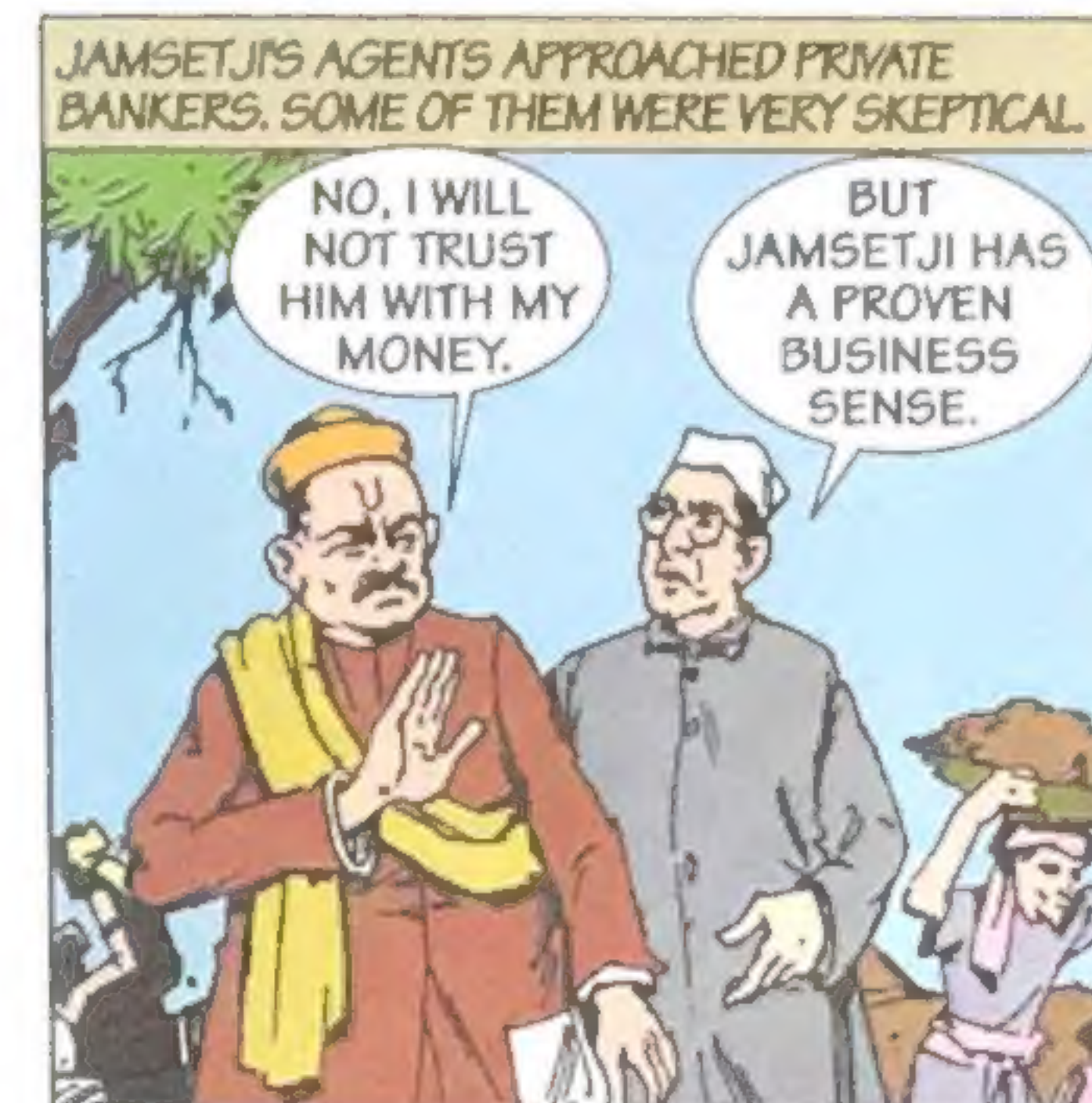
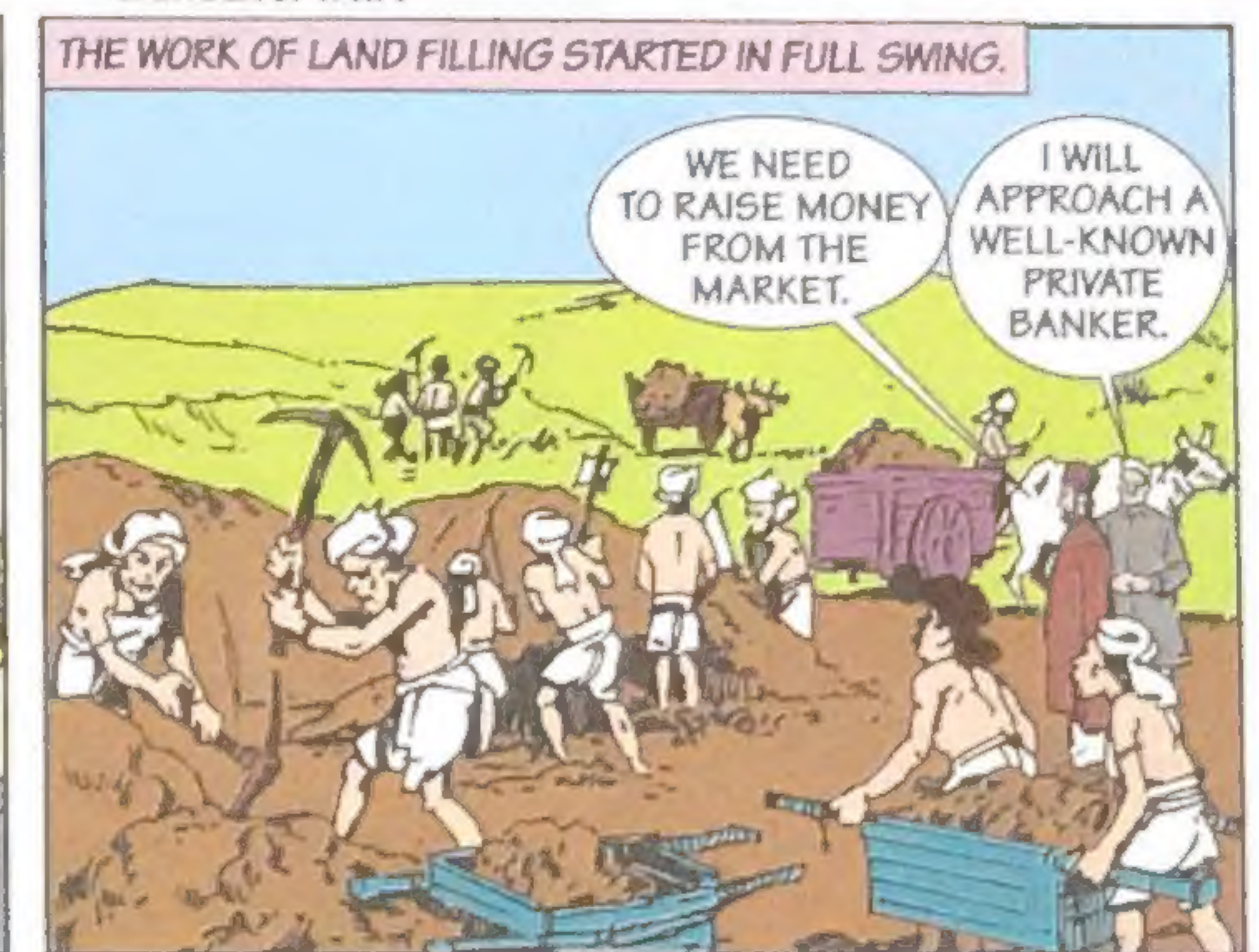
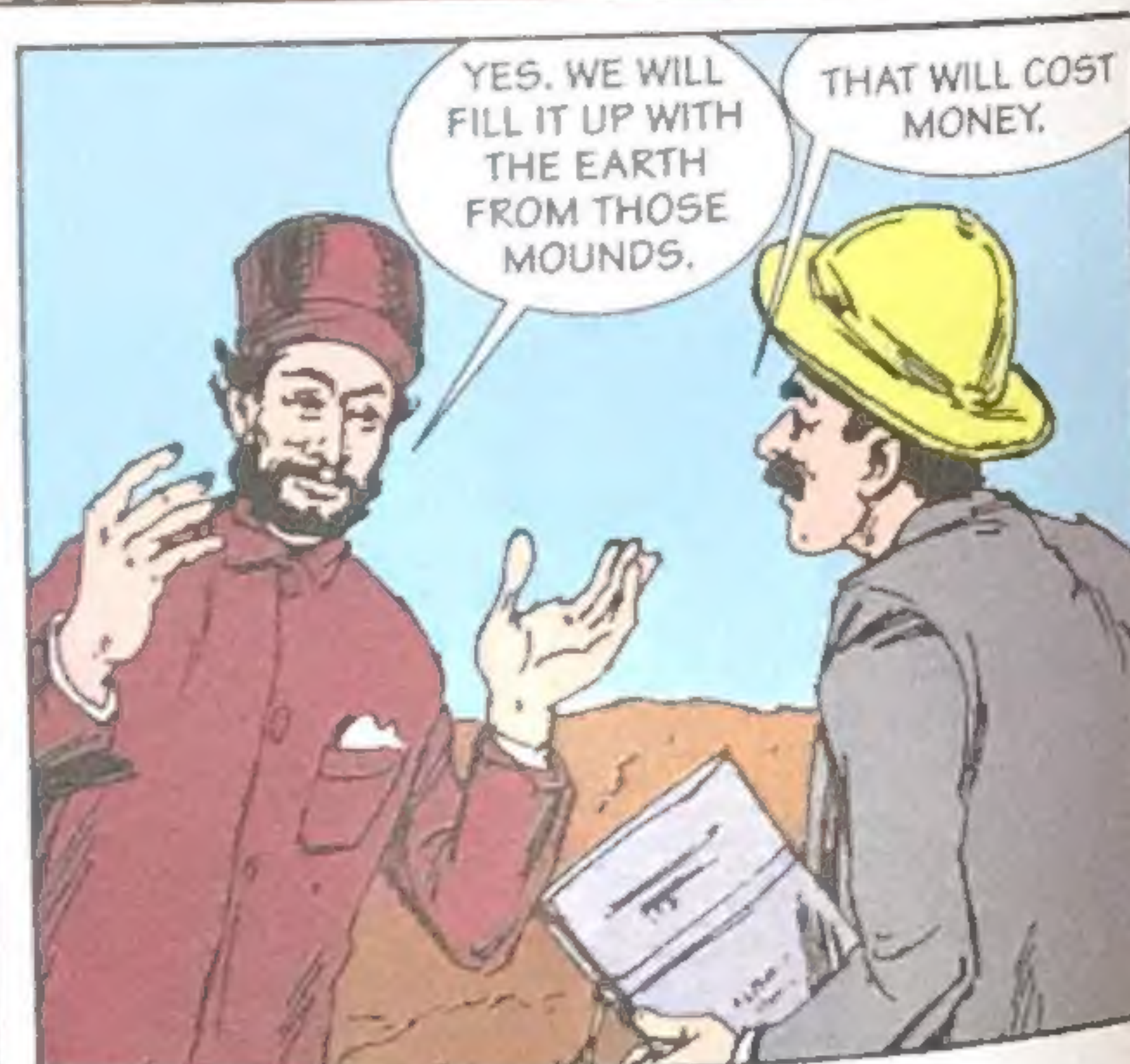
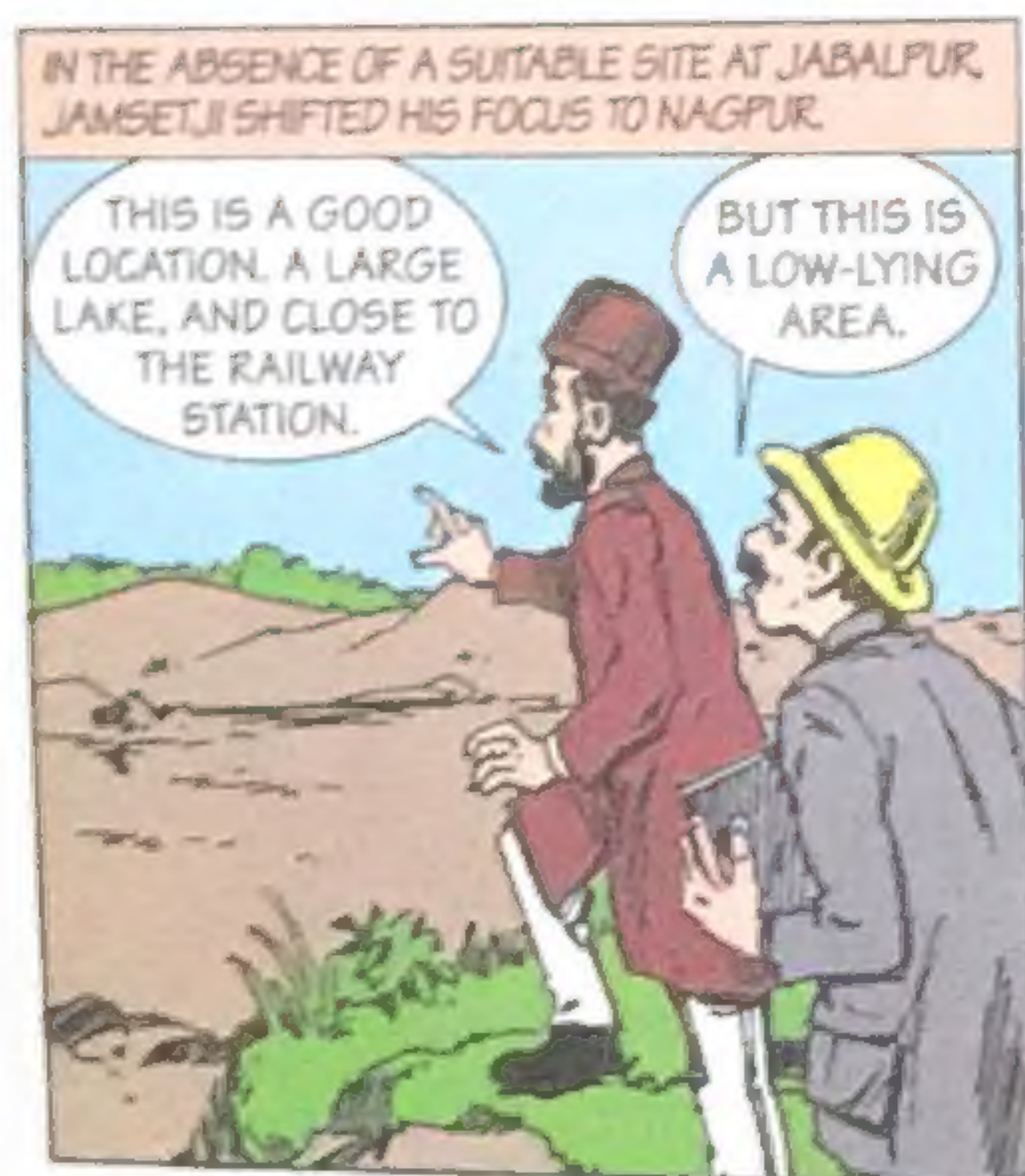
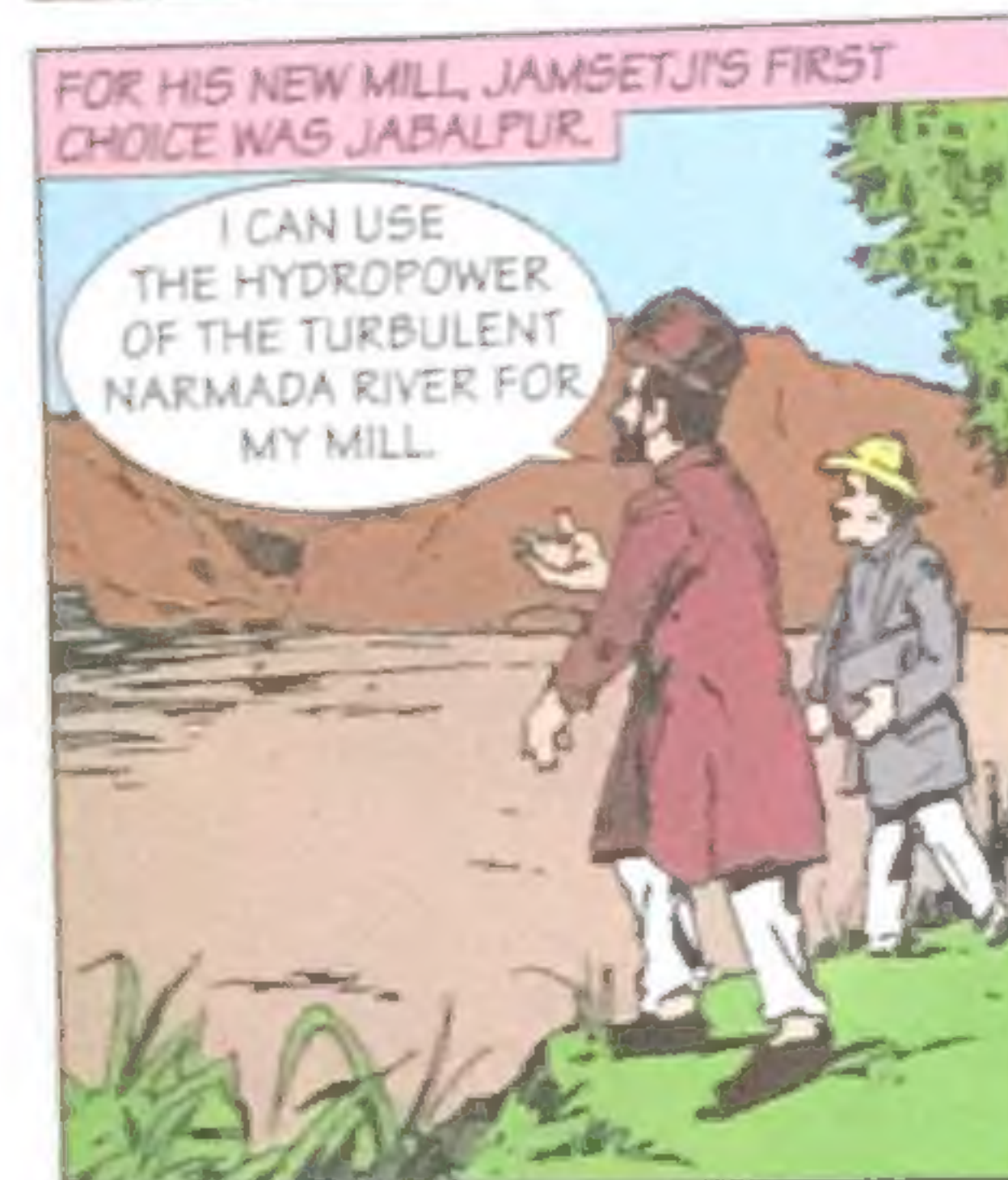
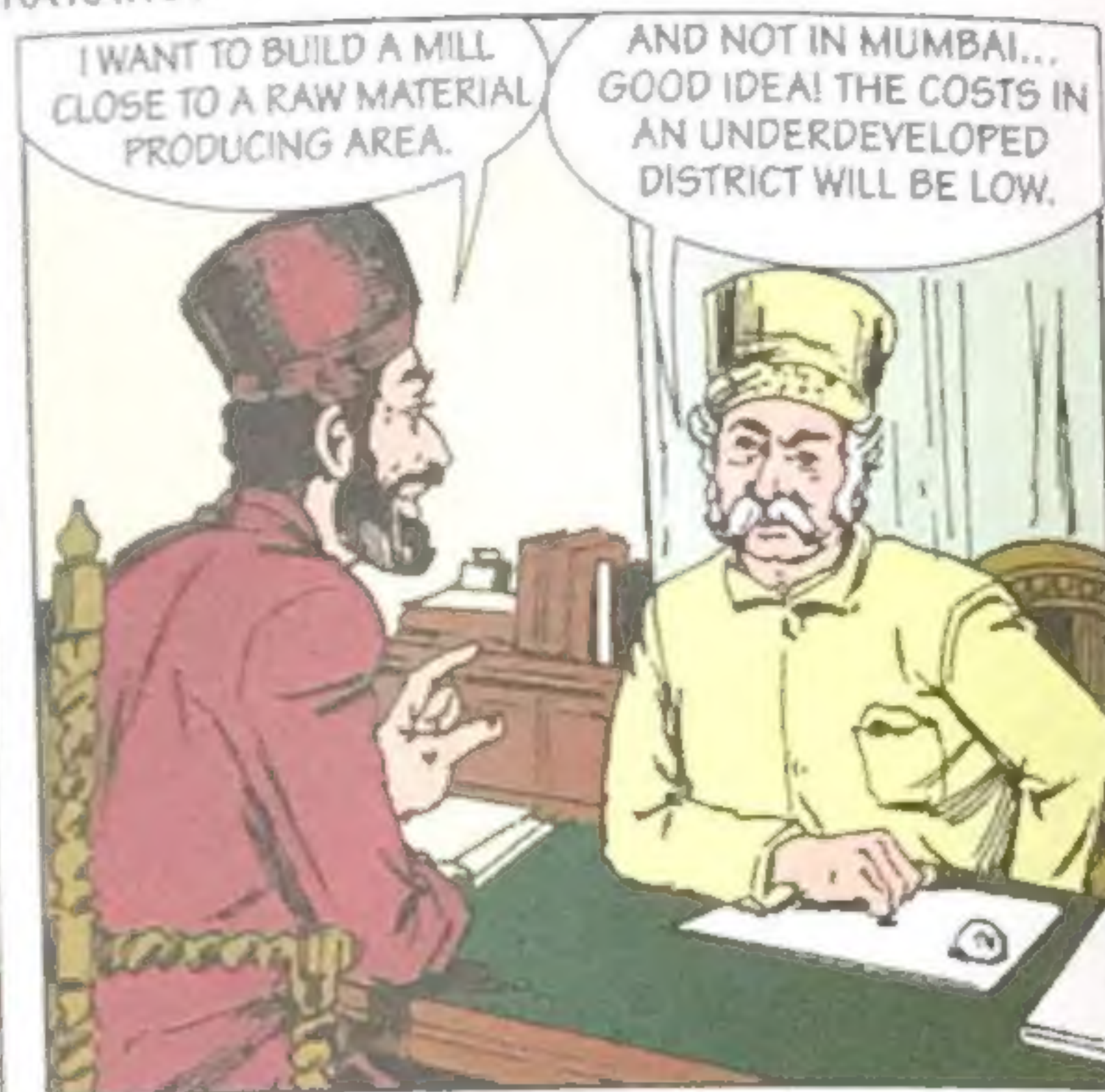
THE BRITISH ARMY WILL NEED URGENT SUPPLIES.

NUSSERWANJI TATA WAS WELL EXPERIENCED IN HANDLING LARGE QUANTITIES OF SUPPLIES AT SHORT NOTICE. GENERAL NAPIER IS GOING TO LEAD THE ATTACK ON ABYSSINIA. HE NEEDS FOOD, WINE, WATER-CASKS AND SUPPLIES FOR 16,000 SOLDIERS.

FOR ONE FULL YEAR!

IT WAS A BIG CONTRACT. THE TATAS GOT A FAIR SHARE IN IT.





JAMSETJI TATA'S NAGPUR MILL OPENED ON JANUARY 1, 1877. THE DATE COINCIDED WITH THE PROCLAMATION OF QUEEN VICTORIA AS THE EMPRESS OF INDIA. TO MARK THIS OCCASION, THE MILL WAS NAMED THE EMPRESS MILL.



FOR SEVERAL YEARS, JAMSETJI TATA STAYED AT NAGPUR. HE WAS KEEN TO MOVE AHEAD WITH HIS OTHER PLANS.



IN 1876, JAMSETJI FOUND HIS MAN IN BEZONJI DADABHAI MEHTA, A GOODS SUPERINTENDENT ON THE GREAT INDIAN PENINSULAR RAILWAY.



BEZONJI HAD NO KNOWLEDGE OF RUNNING A MILL. JAMSETJI PERSONALLY TRAINED HIM.



AFTER TWO YEARS OF INTENSE TRAINING —



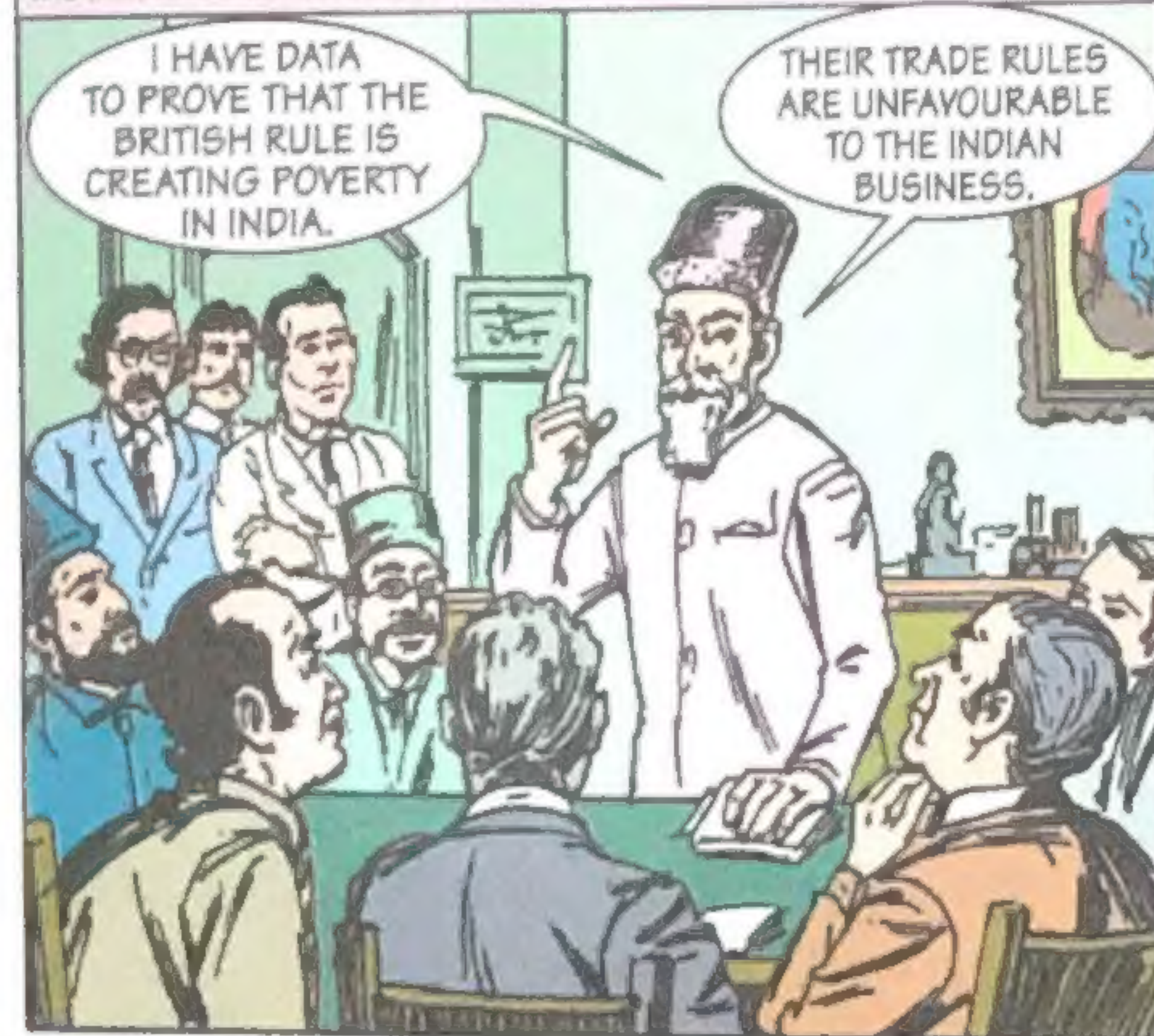
BEZONJI NOT ONLY MANAGED THE EMPRESS MILL WELL. HE BECAME A VALUABLE ADVISOR TO JAMSETJI IN ALL HIS MAJOR PROJECTS.

YEAR AFTER YEAR, THE DIVIDENDS OF THE EMPRESS MILL INCREASED. BEZONJI'S FAME SPREAD FAR AND WIDE. IN FACT, MUCH LATER, IN 1911, WHEN KING GEORGE V CAME TO INDIA, BEZONJI WAS INVITED TO THE ROYAL SALOON AT THE NAGPUR RAILWAY STATION. THERE, HE WAS KNIGHTED BY THE KING.





MEANWHILE, THE SWADESHI MOVEMENT WAS GAINING GROUND IN INDIA. DADABHAI NAORUJI WAS SPEARHEADING THE MOVEMENT.



THE CONCEPT OF SWADESHI APPEALED TO JAMSETJI.



AROUND THIS TIME, DHARAMSEE MILL IN THE KURLA AREA OF MUMBAI WAS PUT UP FOR PUBLIC SALE.



JAMSETJI POSSESSED AN IRON WILL. HE COULDN'T BE DETERRED BY SUPERSTITIONS.



AGAINST HIS ADVISORS' OPINIONS, JAMSETJI BOUGHT THE DHARAMSEE MILL.



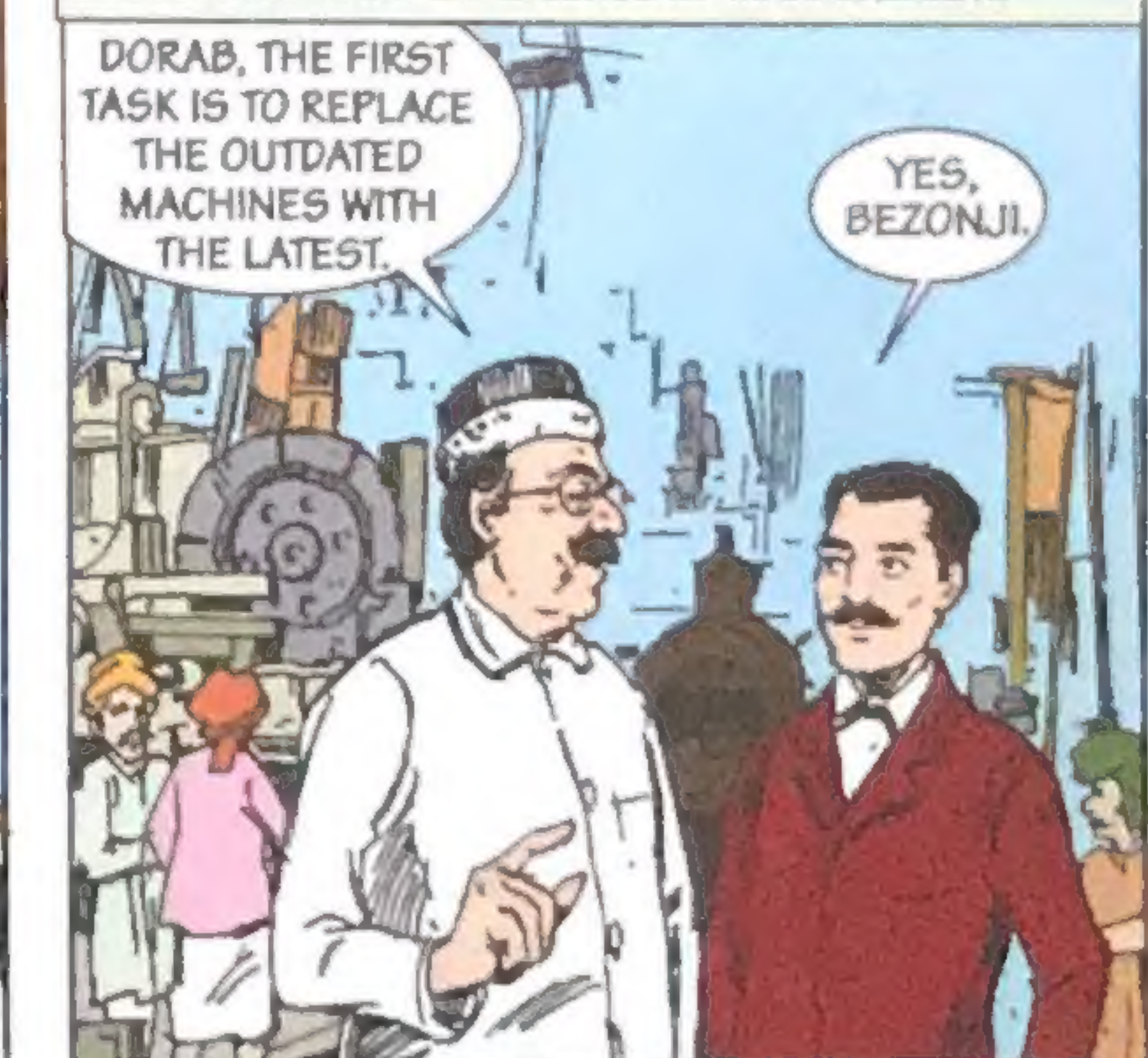
BUT THE APPREHENSIONS OF JAMSETJI'S ADVISORS WERE CORRECT. DHARAMSEE/SWADESHI MILL DID NOT PERFORM WELL.



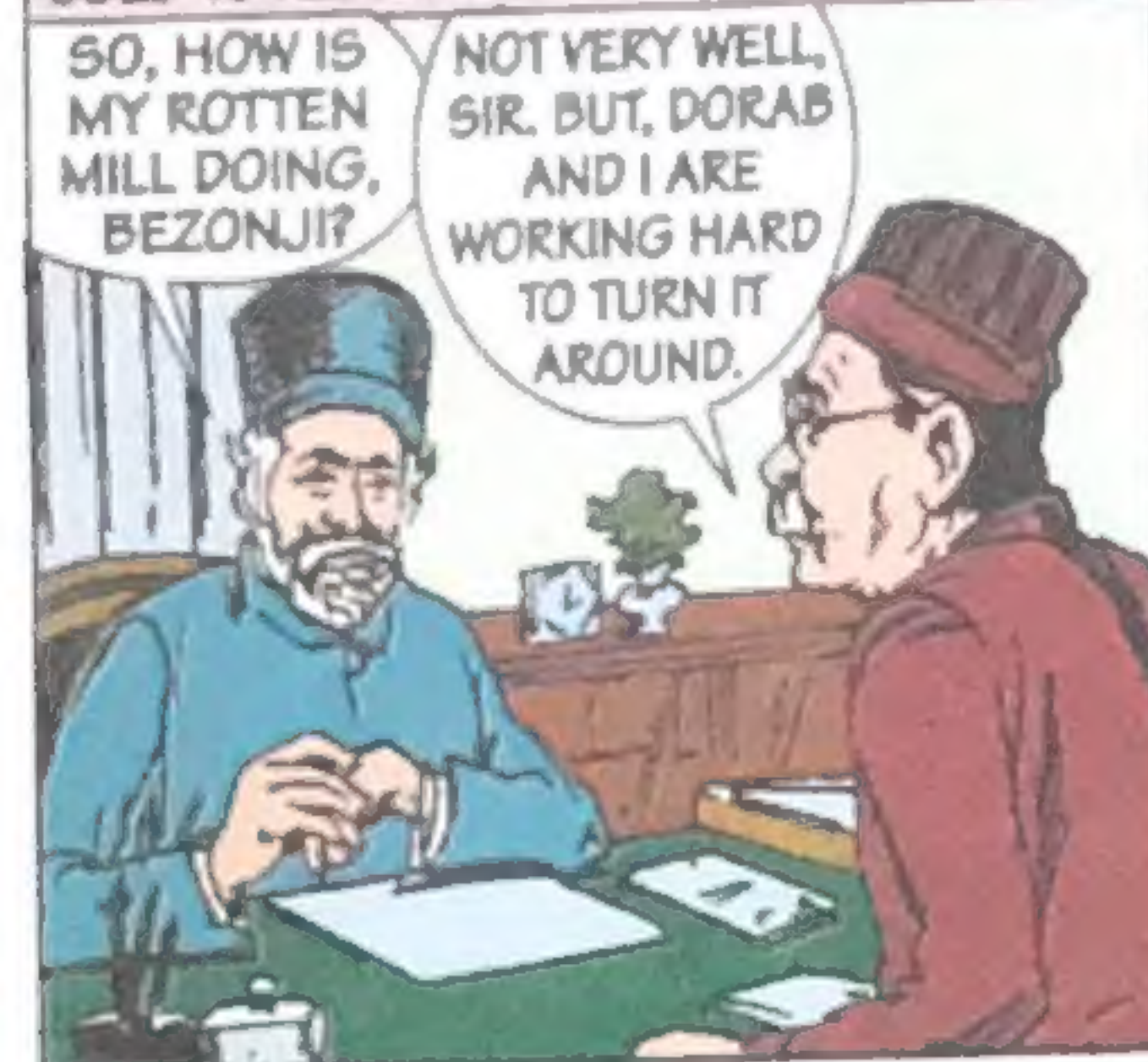
JAMSETJI BROUGHT HIS TRUSTED ADVISOR BEZONJI FROM NAGPUR.



JAMSETJI PUT HIS SON DORAB TATA UNDER BEZONJI TO GET A FIRST HAND EXPERIENCE OF MANAGEMENT.



DESPITE THEIR BEST EFFORTS, SVADESHI MILL CONTINUED TO BE BOGGED DOWN WITH PROBLEMS. SO MUCH SO THAT JAMSETJI USED TO REFER TO IT AS HIS 'ROTTEN MILL'!



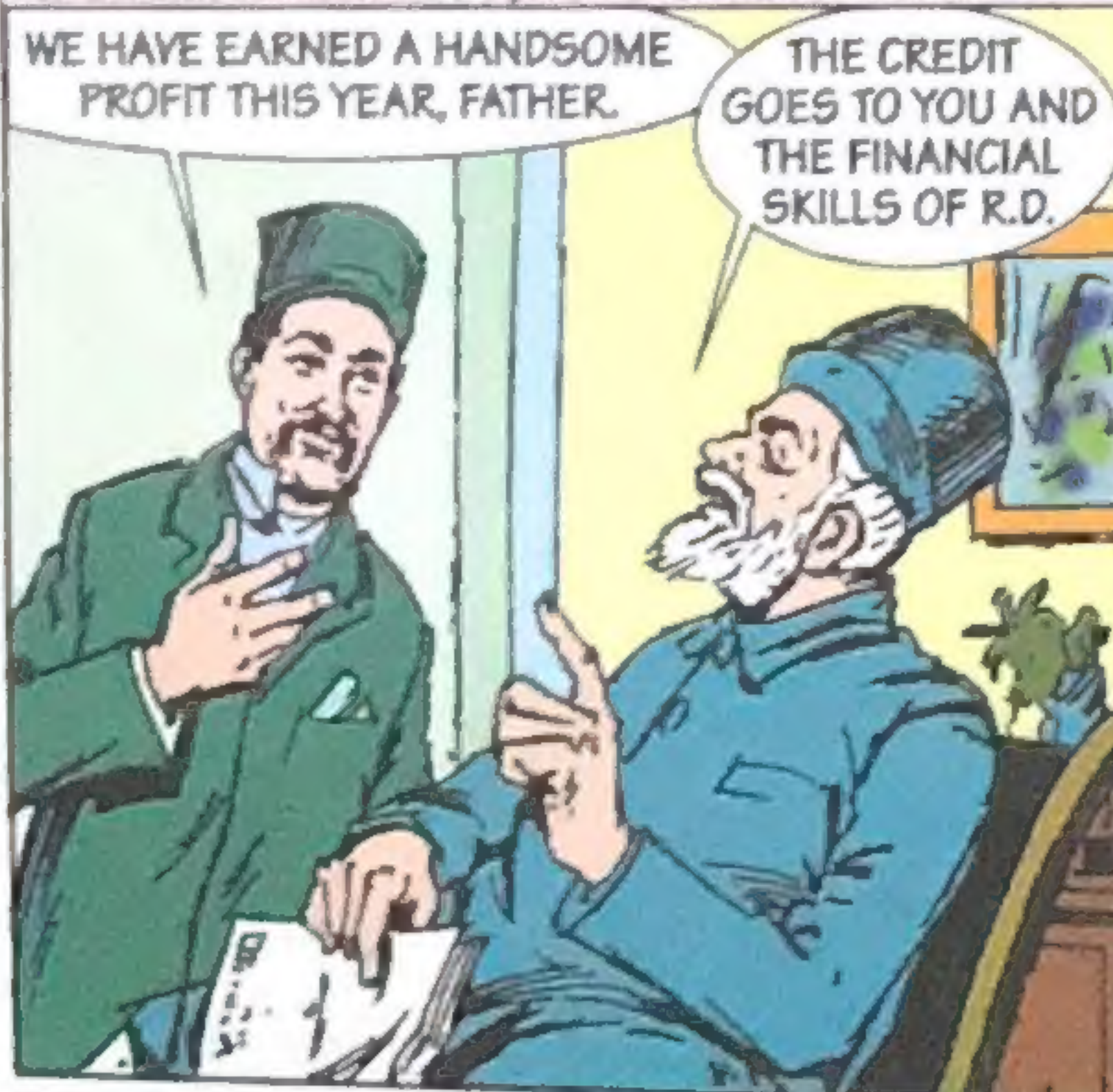
ADVANCING AGE AND A MILL NOT DOING WELL HAD THEIR EFFECT ON JAMSETJI'S HEALTH. ONCE, ON A VISIT TO NAGPUR -



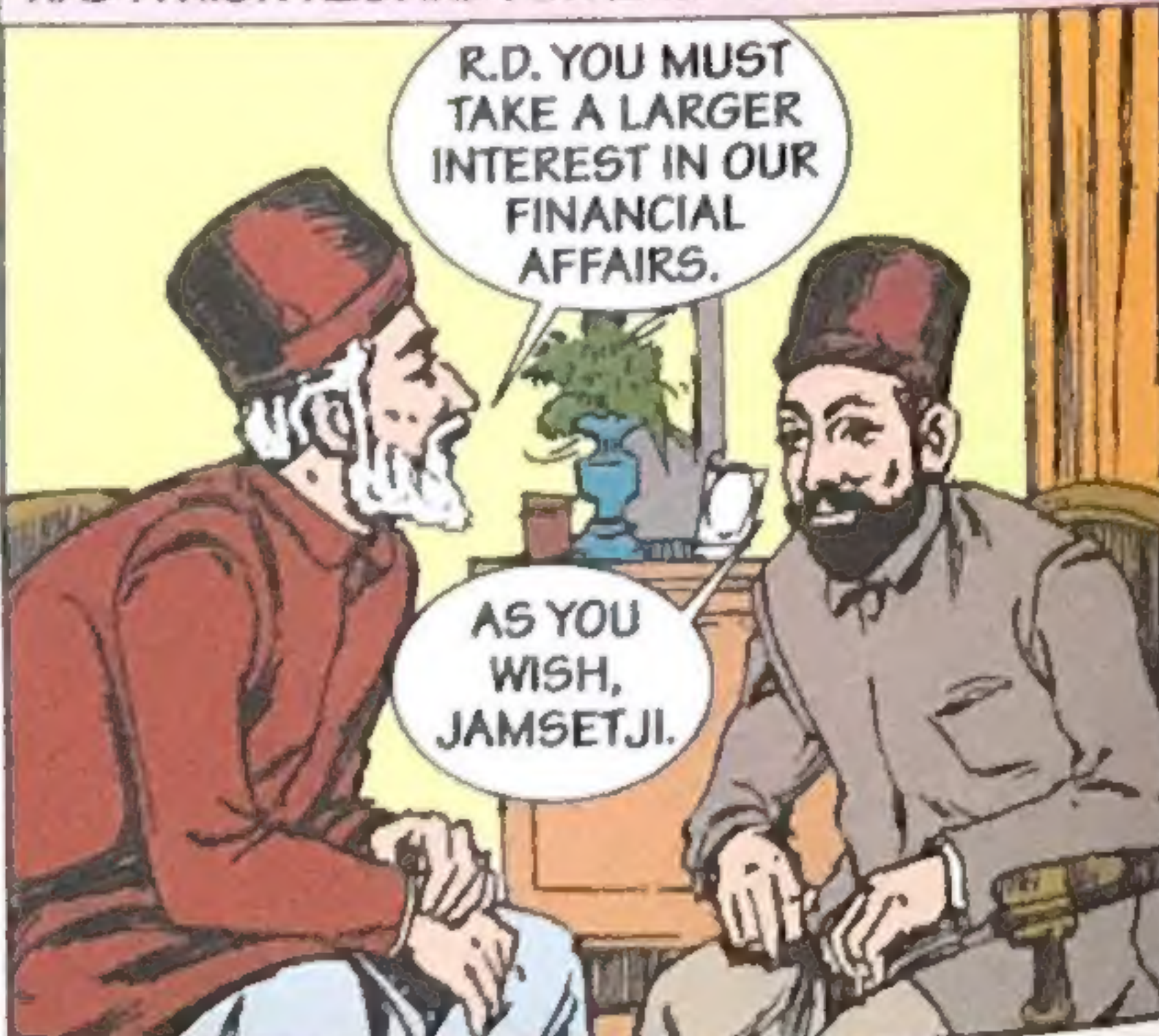
EVEN IN HIS UNWELL CONDITION, JAMSETJI'S SENSE OF HUMOUR DID NOT DESERT HIM.



DESPITE INNUMERABLE PROBLEMS JAMSETJI DID NOT GIVE UP SVADESHI MILL. FINALLY, HIS PERSISTENCE PAID OFF.



R.D. OR RATAN DADABHAI TATA WAS JAMSETJI'S COUSIN AND A FINANCIAL WIZARD. THE COUSINS HAD A HIGH REGARD FOR EACH OTHER.



WHEN JAMSETJI FORMED TATA & SONS IN 1887, HE OFFERED PARTNERSHIP TO R.D. TATA.



WITH A TOTAL REVAMP, THE SVADESHI MILL WAS DOING VERY WELL.

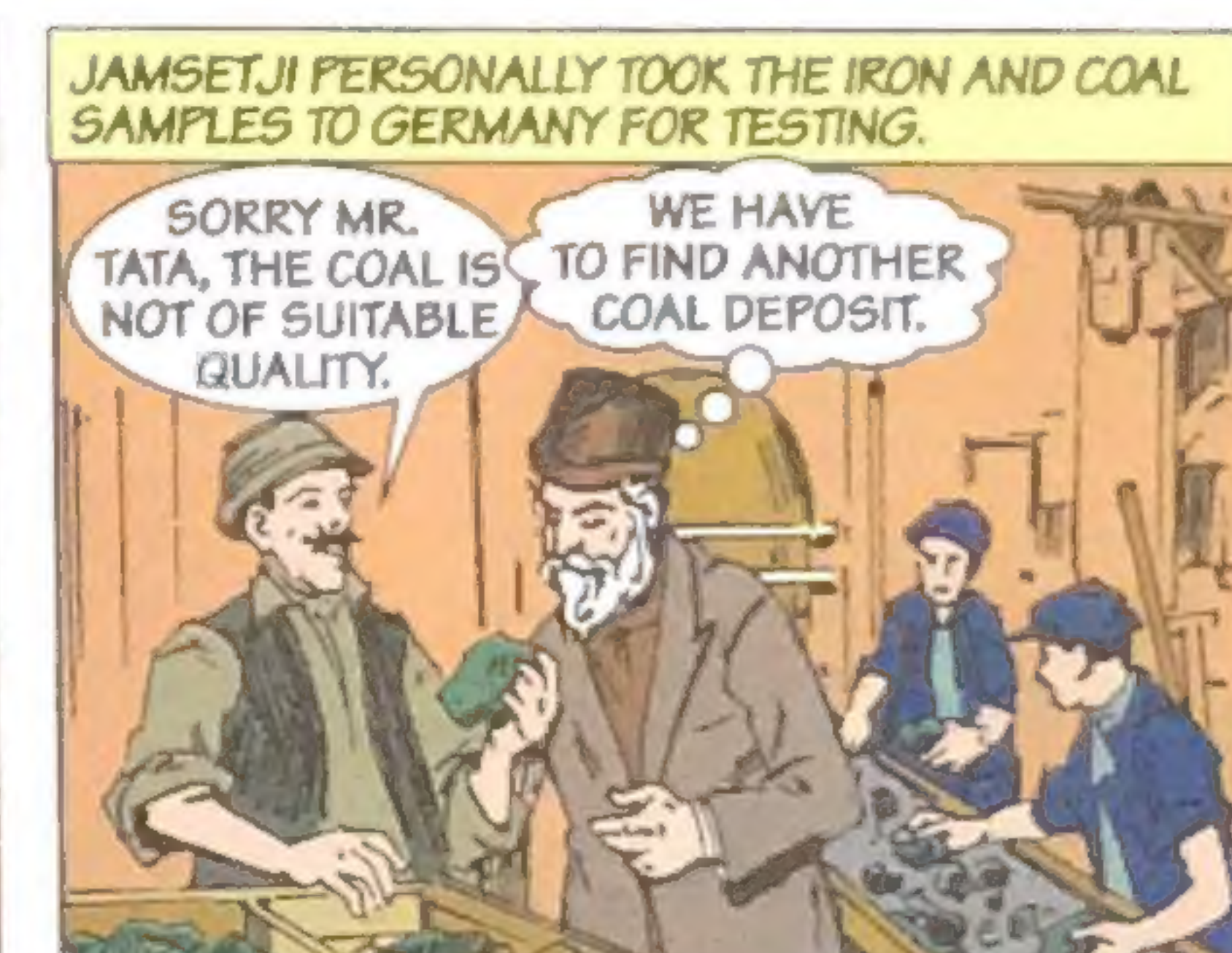
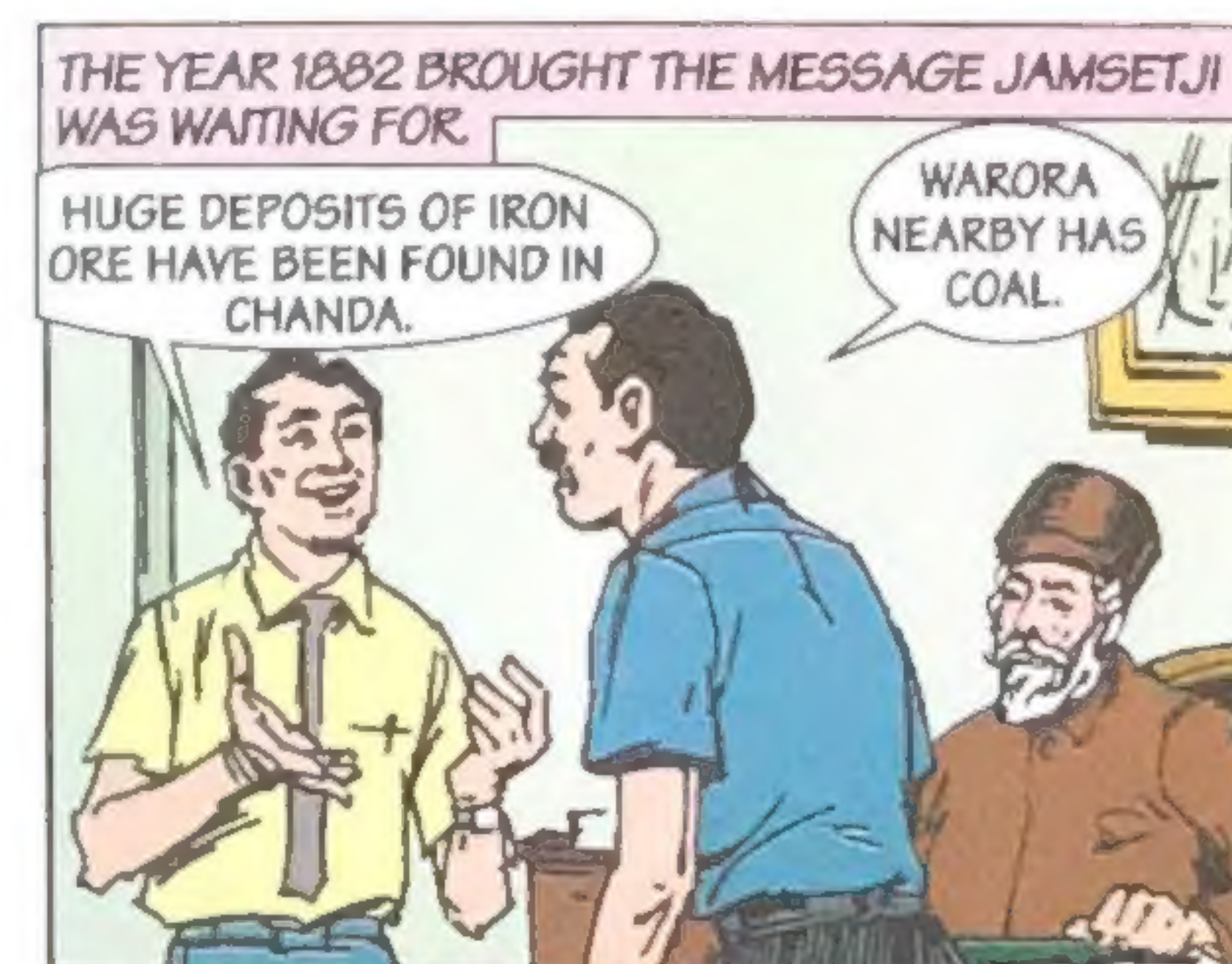
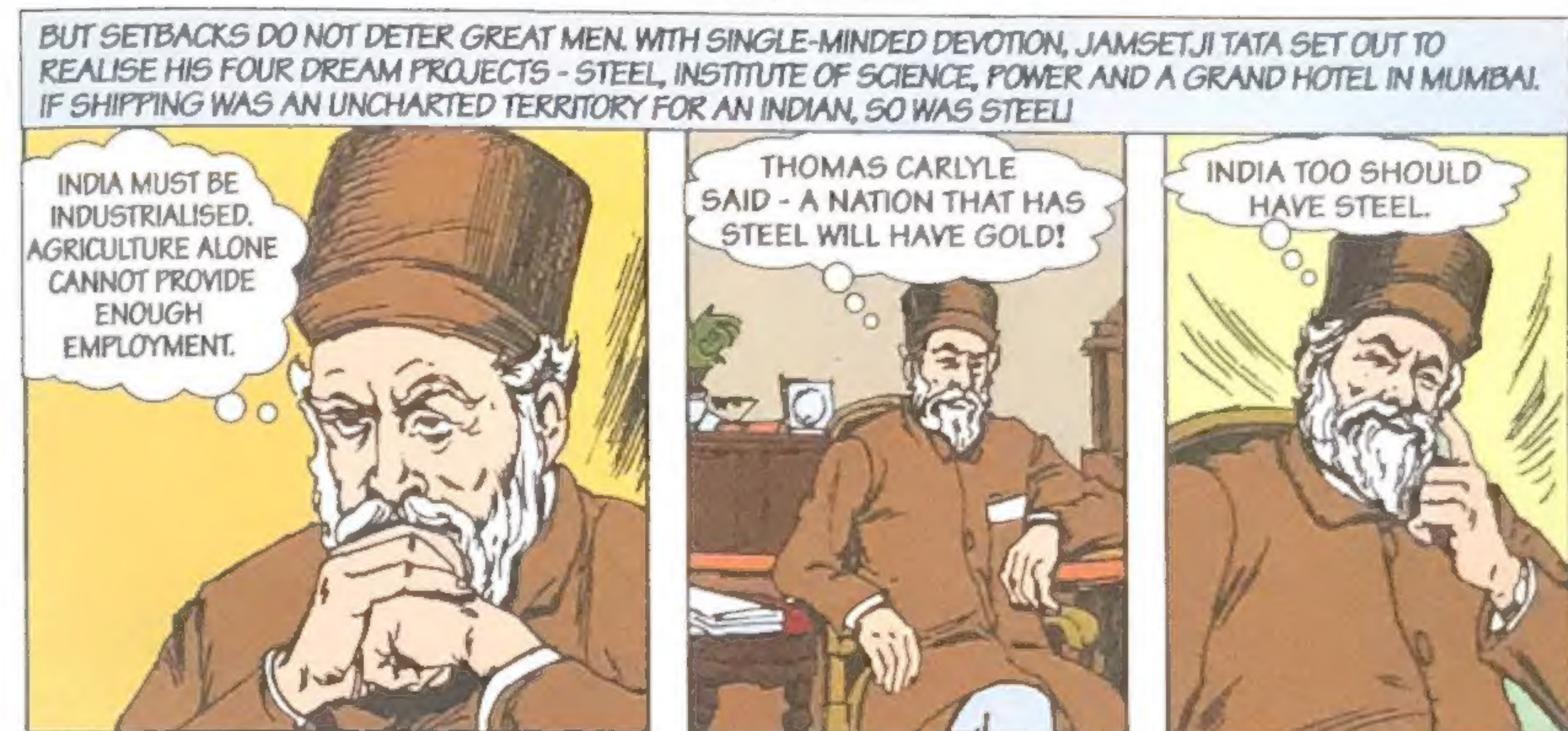
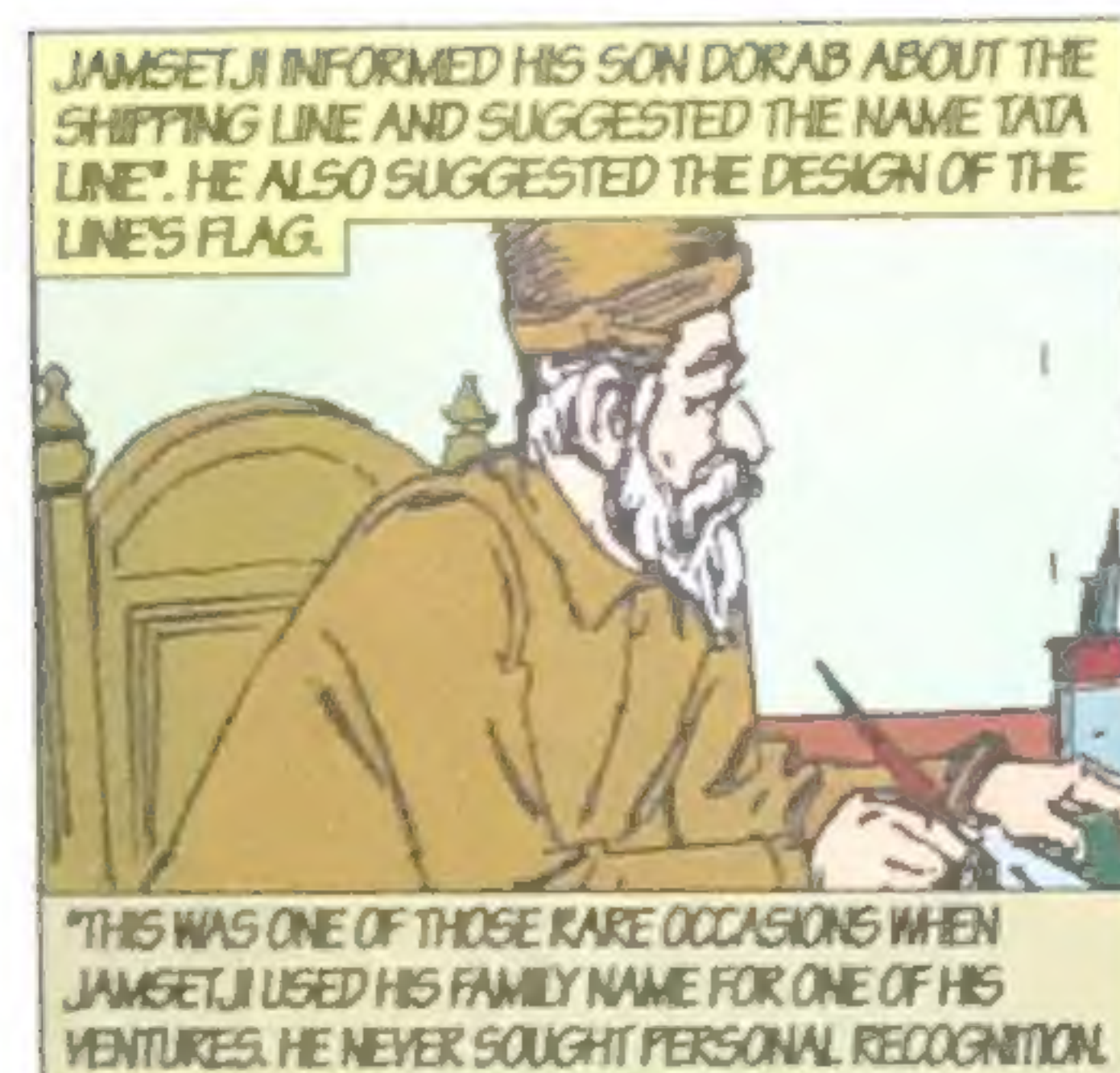


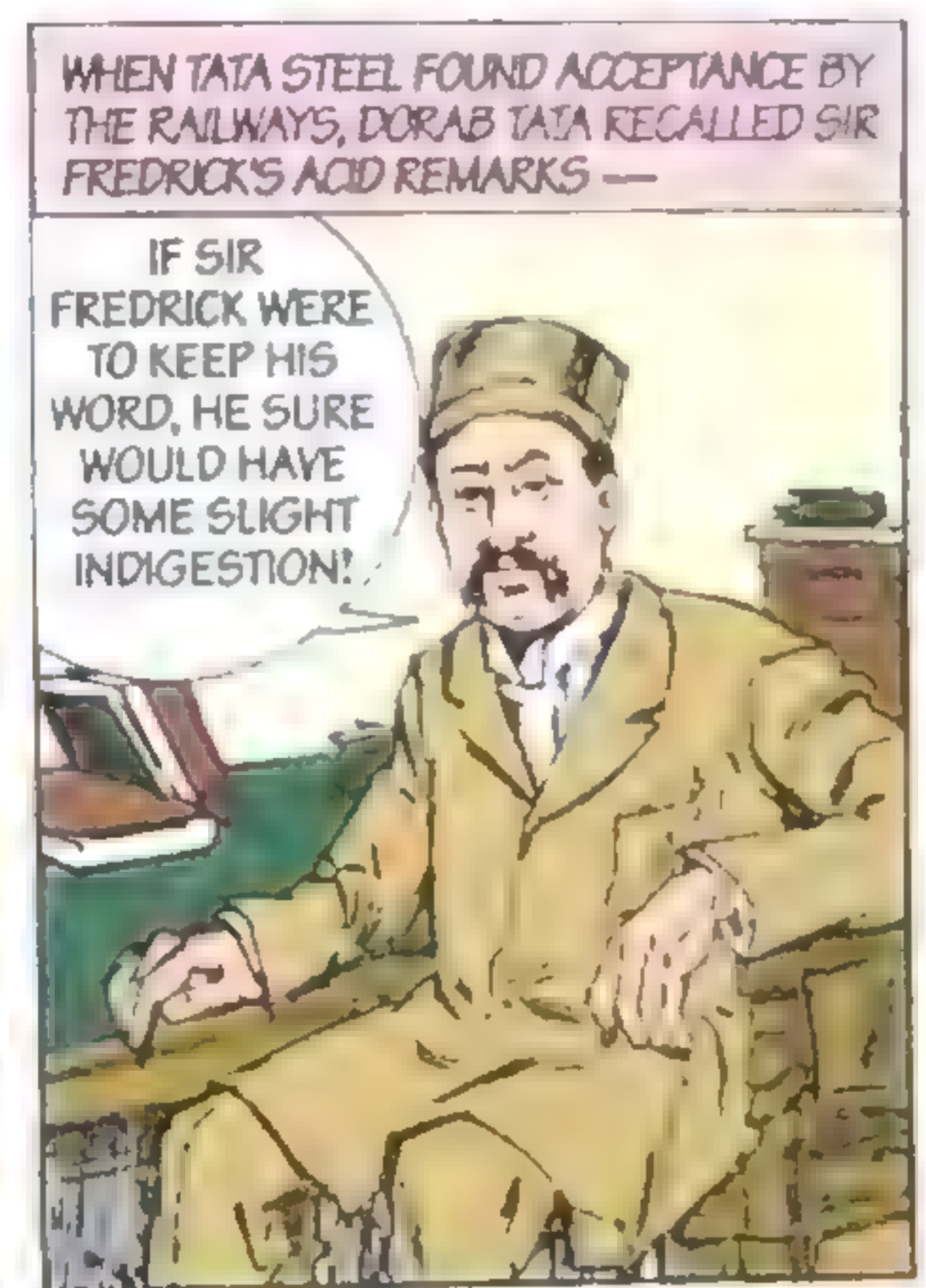
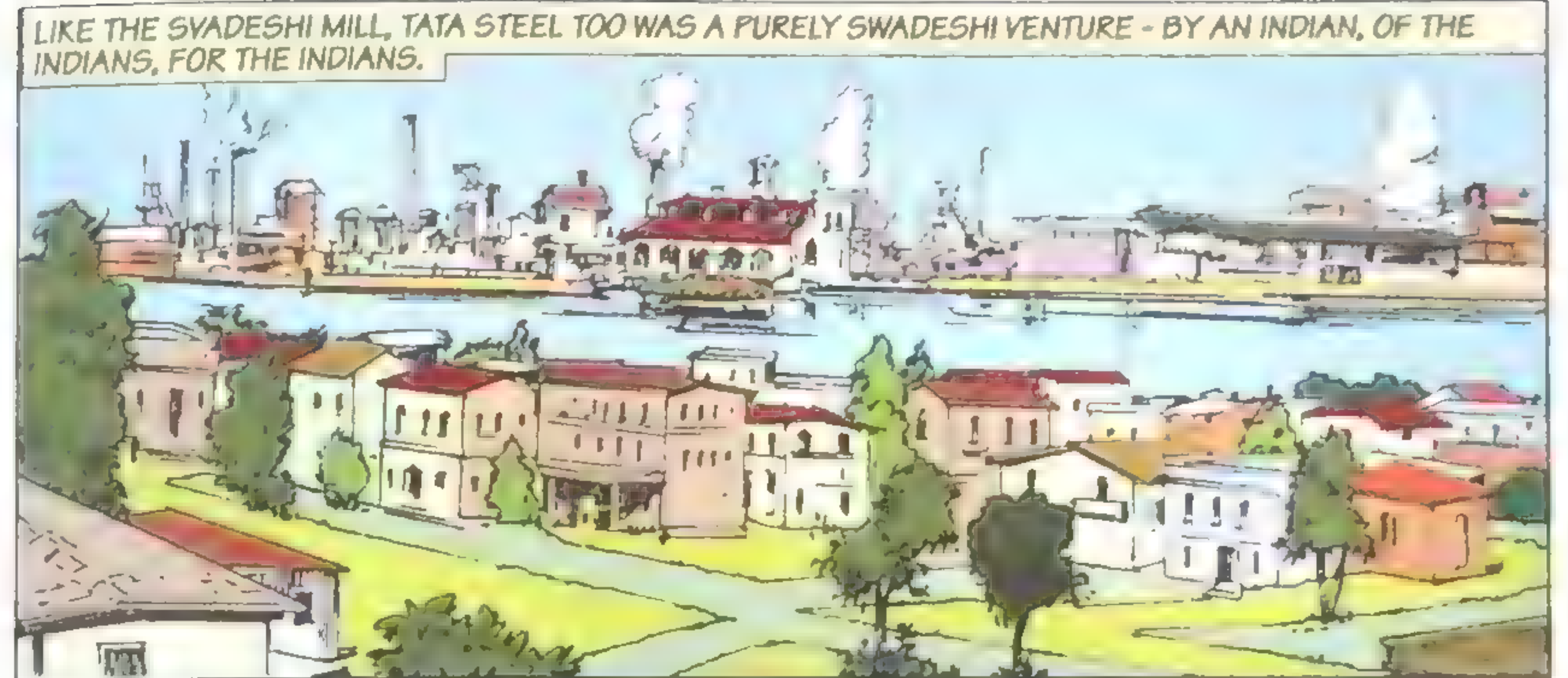
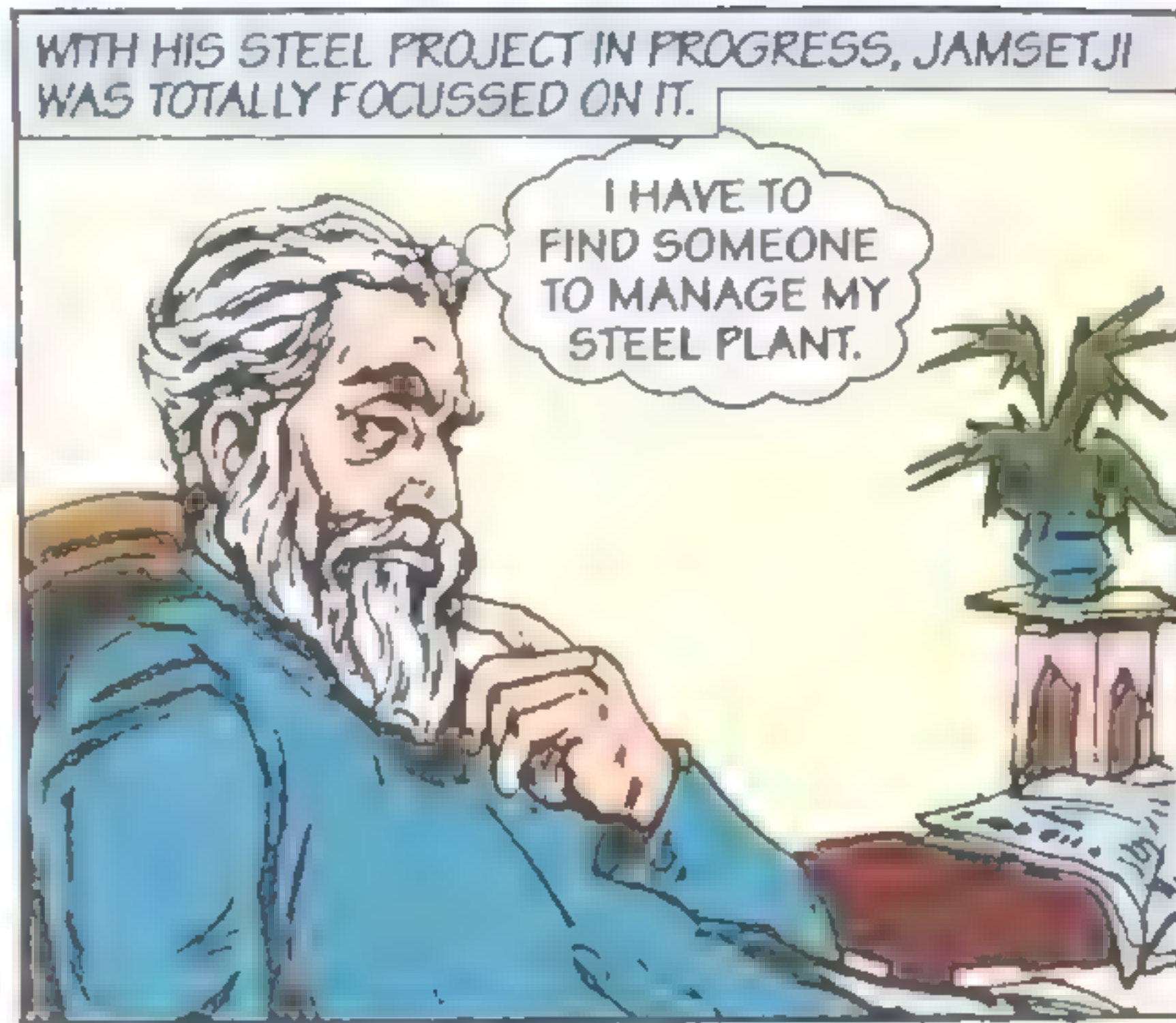
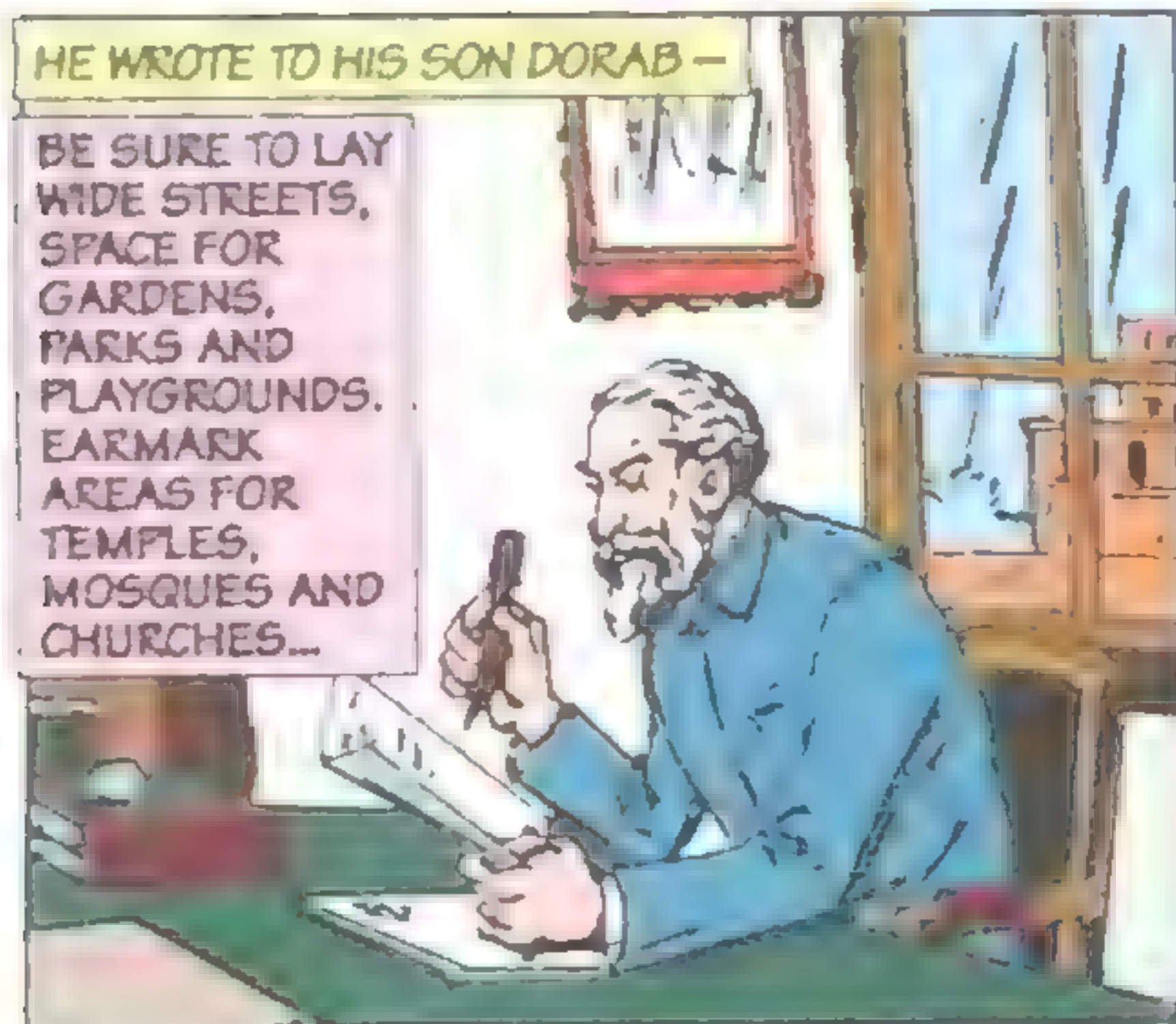
IMPROVED QUALITY OFFERED STIFF COMPETITION TO LANCASHIRE PRODUCTS. SO, THE BRITISH DECIDED TO CREATE HURDLES.

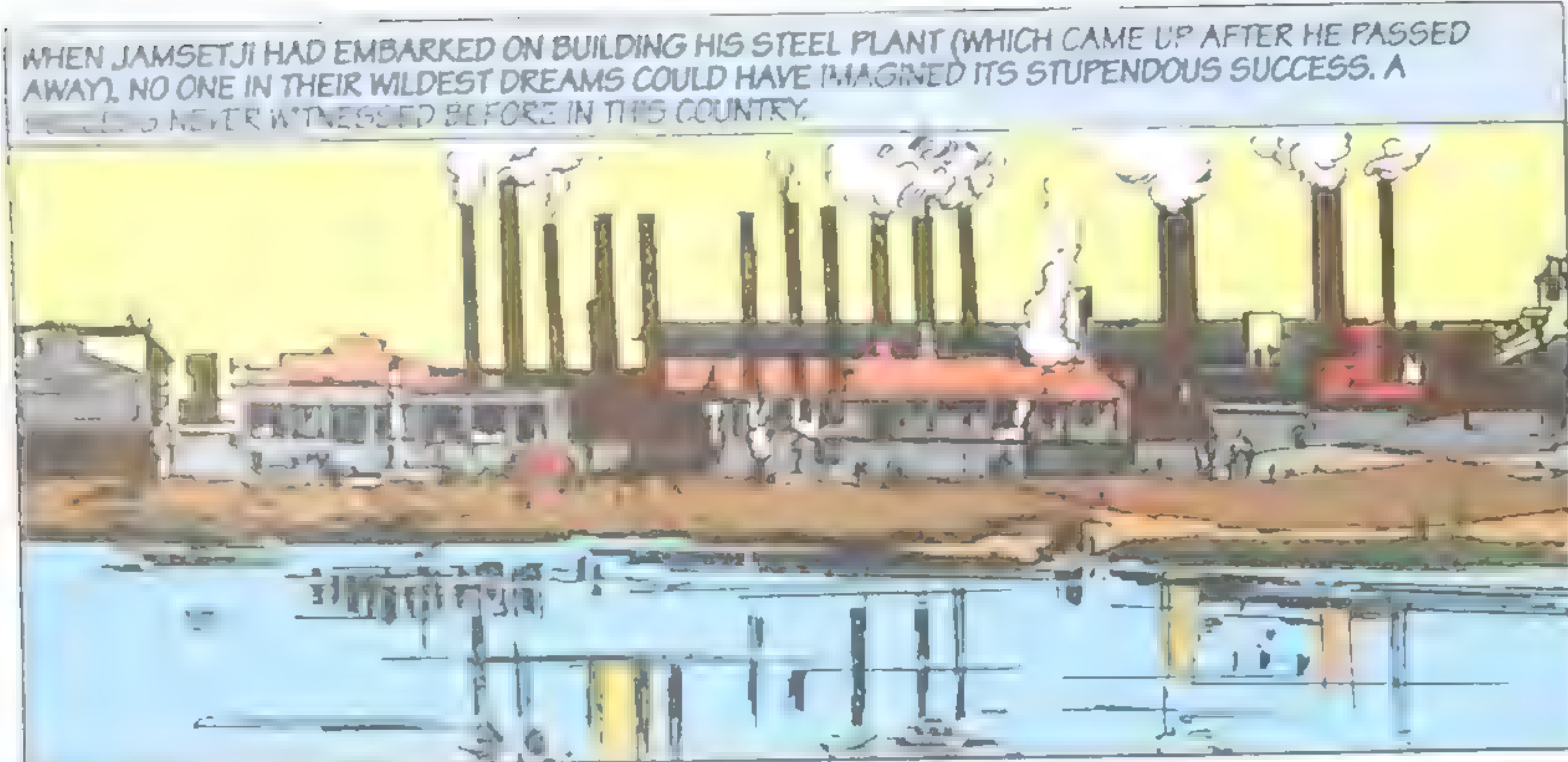


WHEN JAMSETJI TRIED TO BYPASS P&O, THE EUROPEAN SHIPPING COMPANIES PLAYED FOUL.

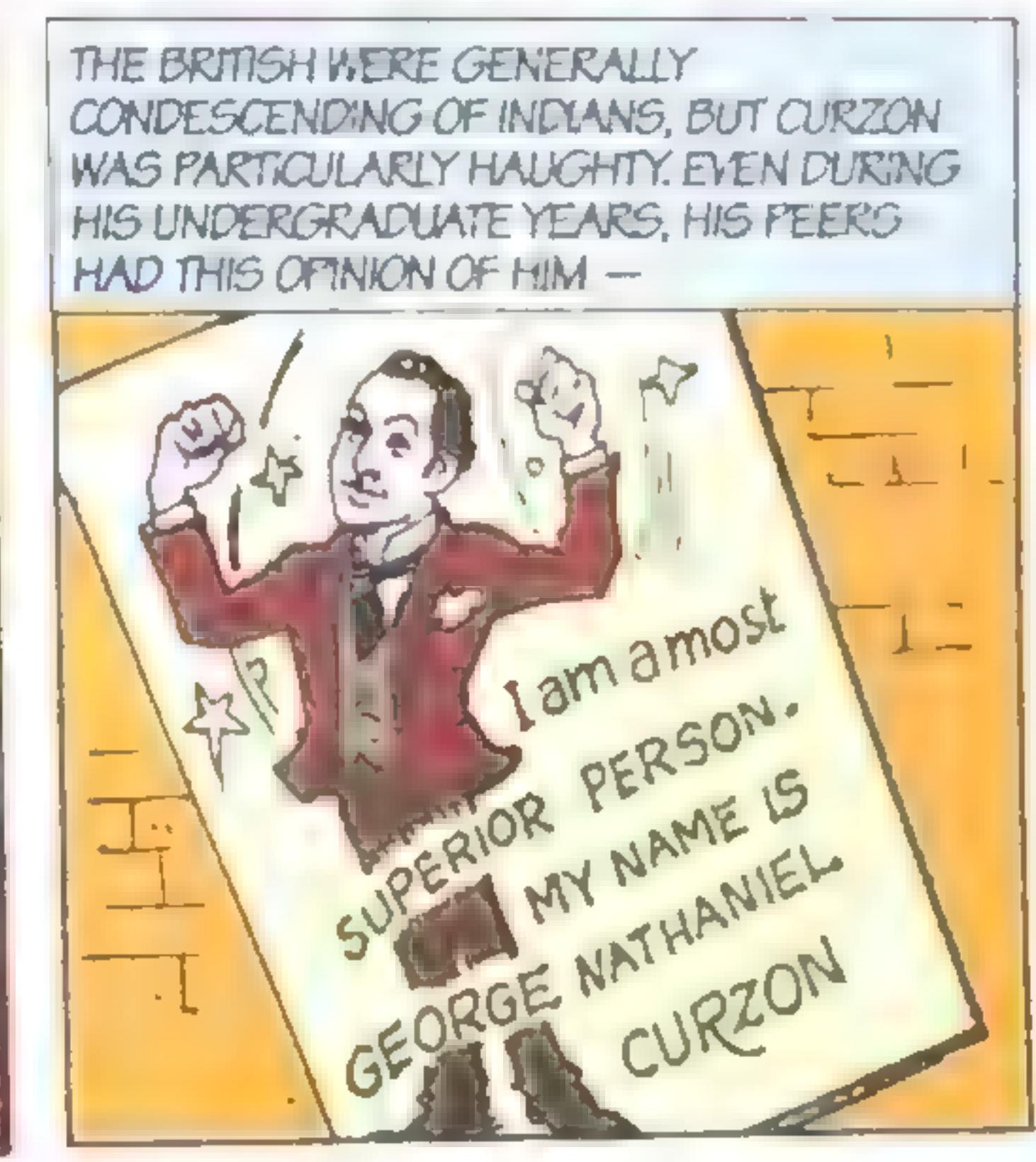
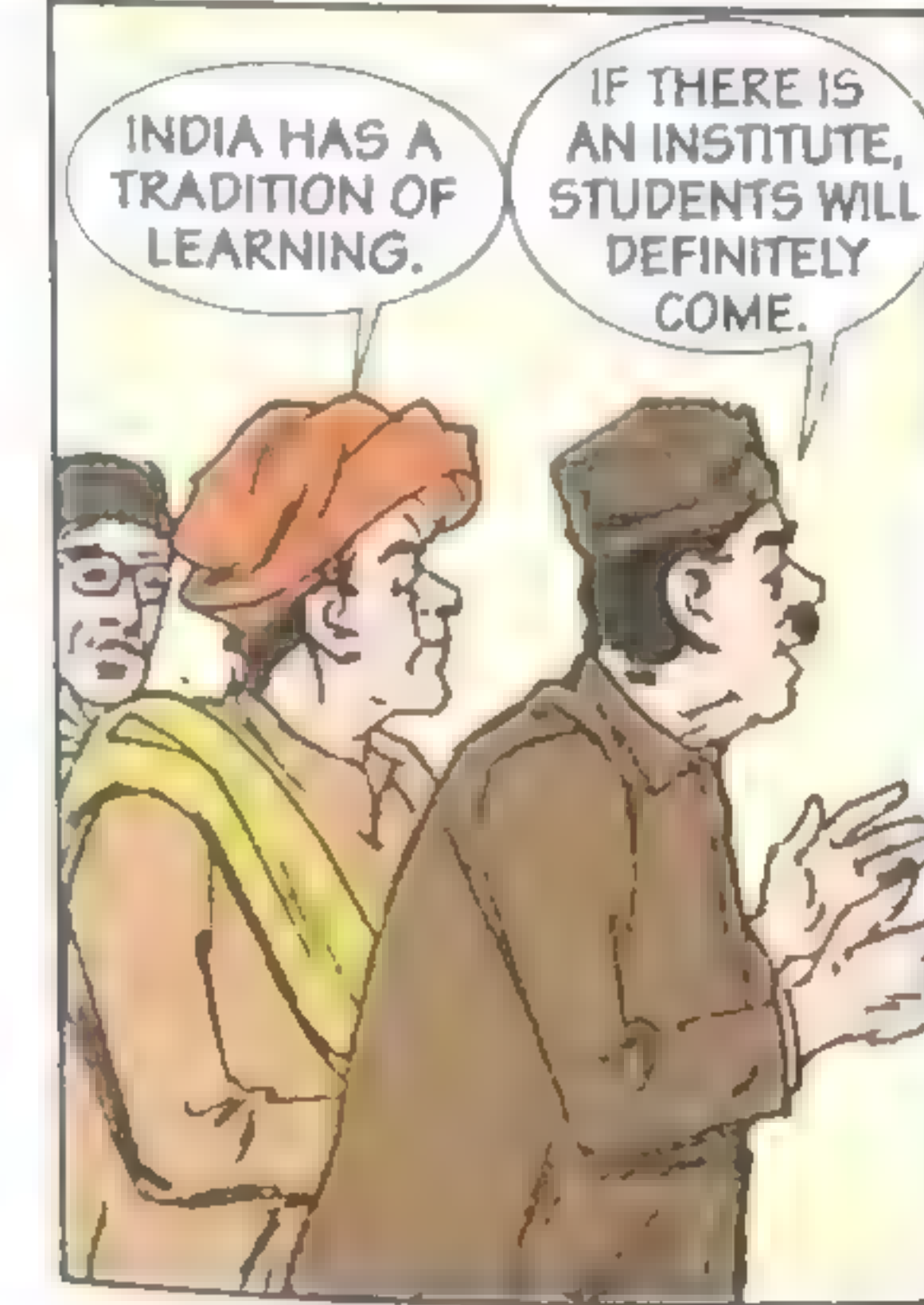
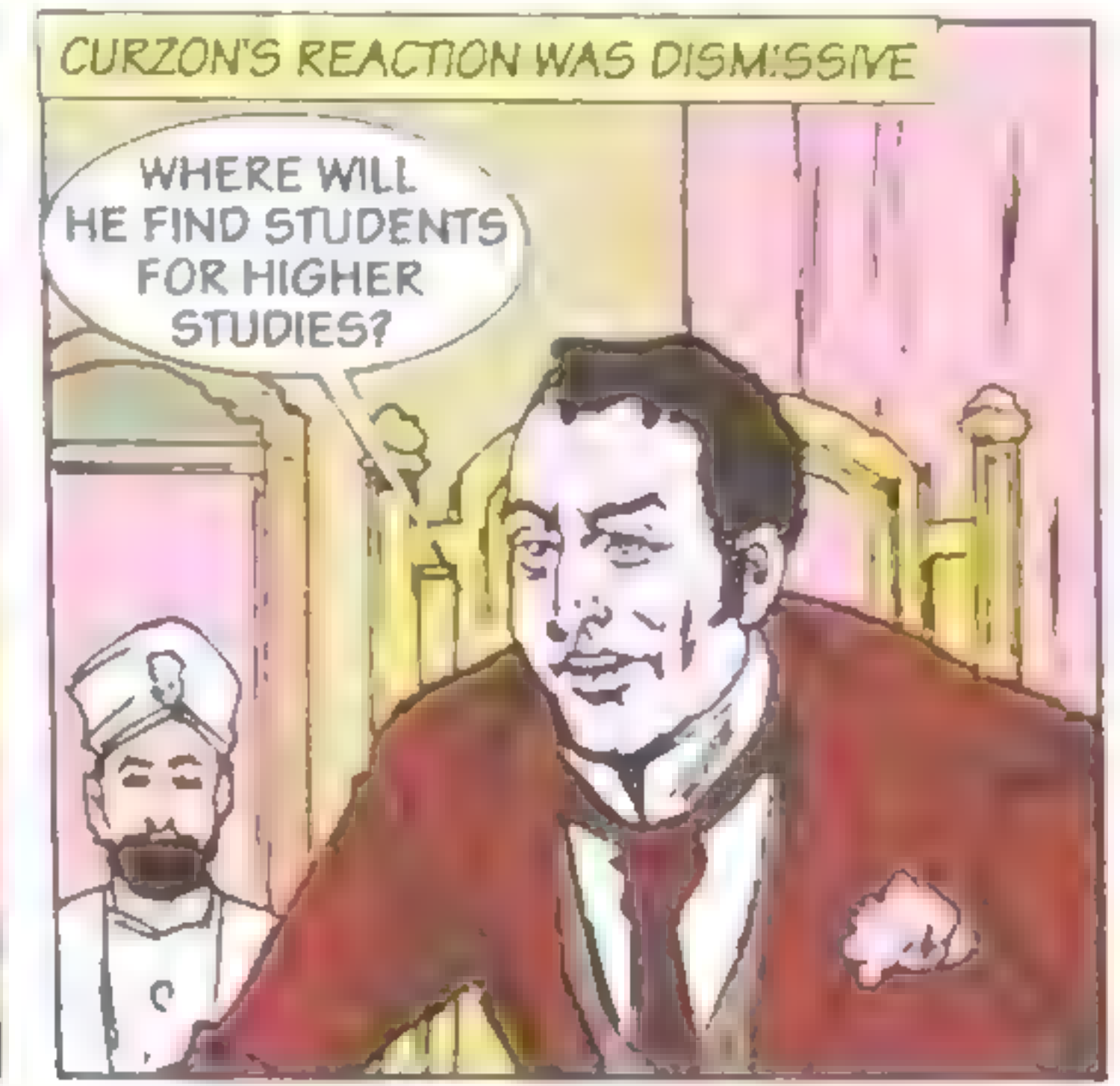
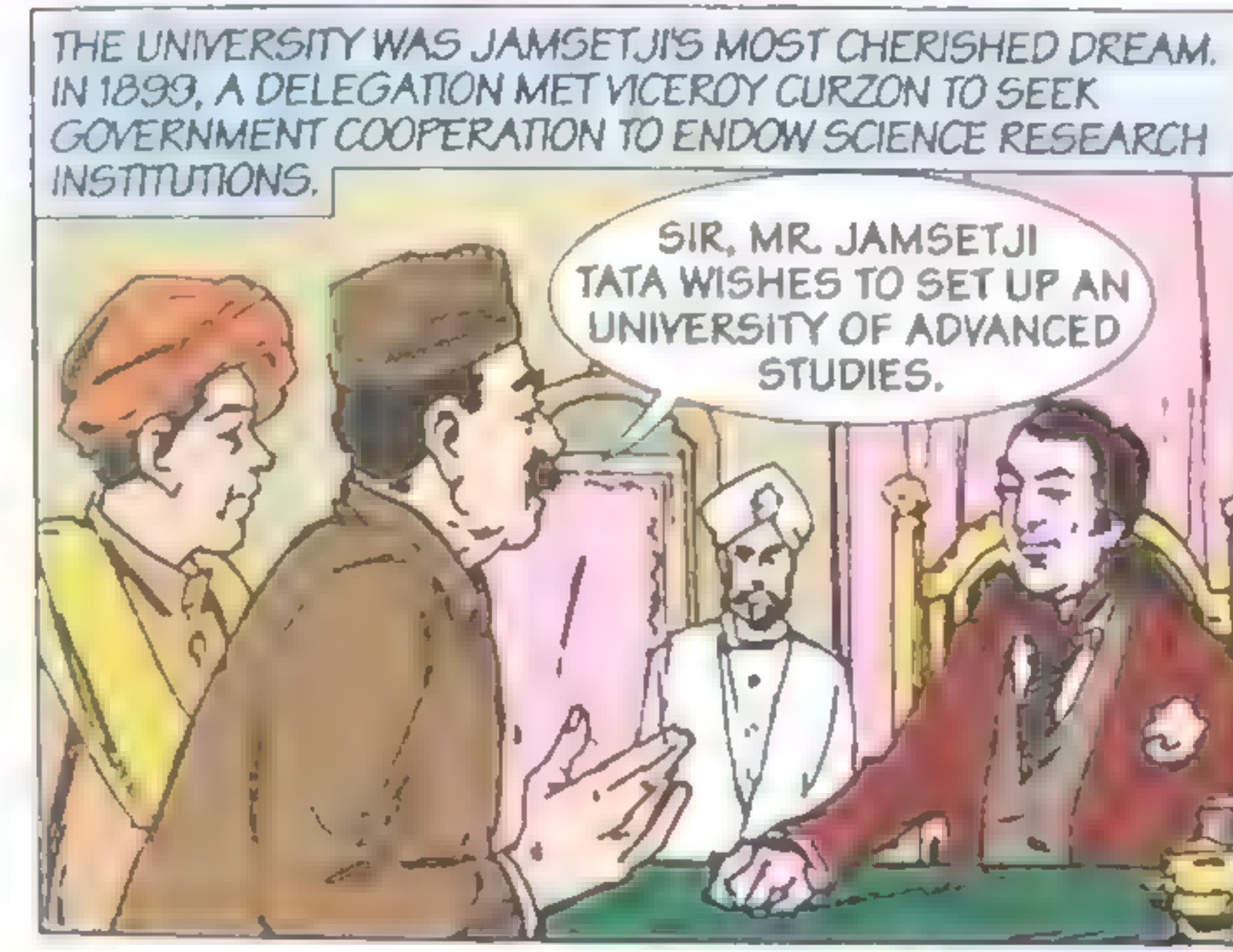
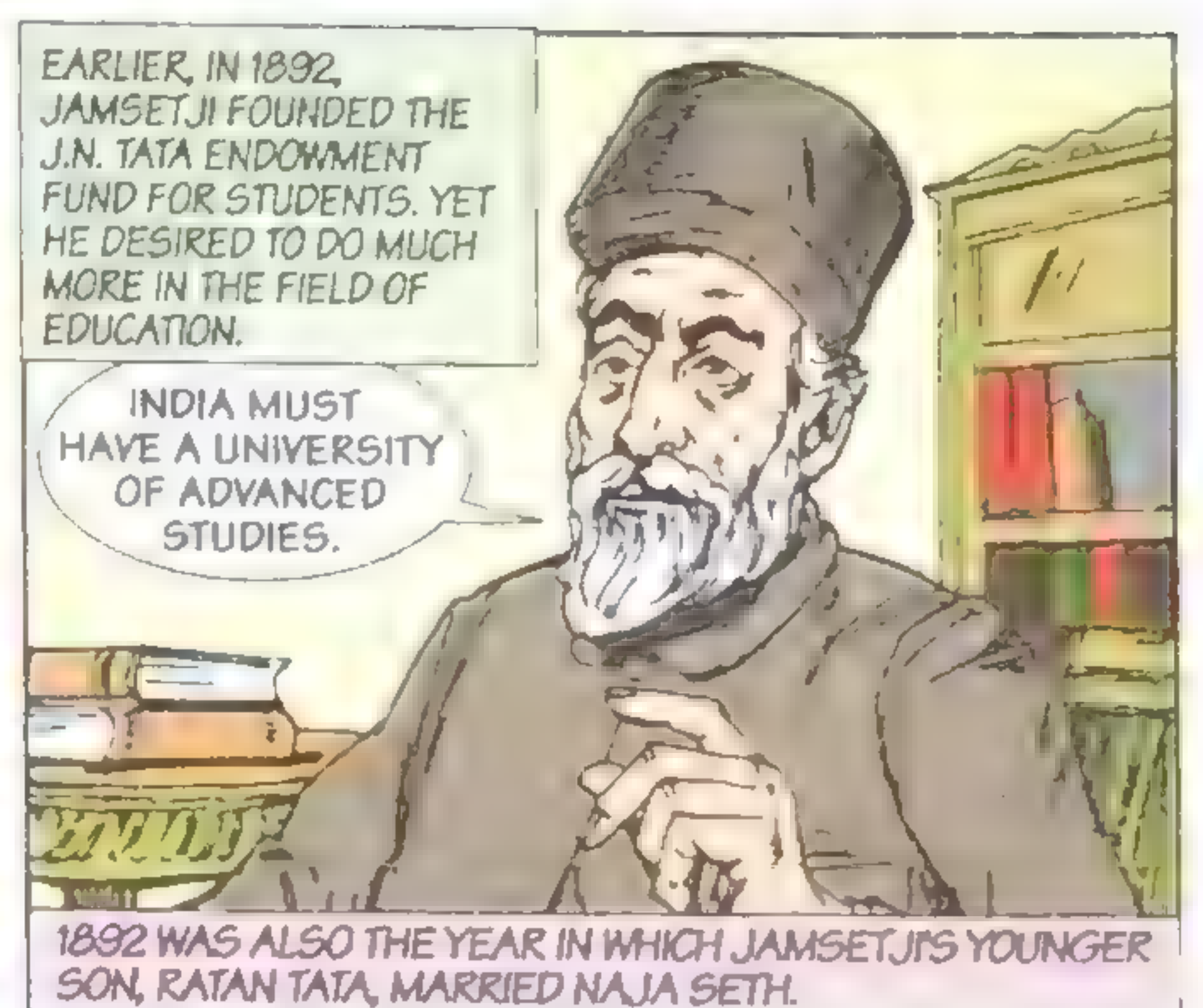
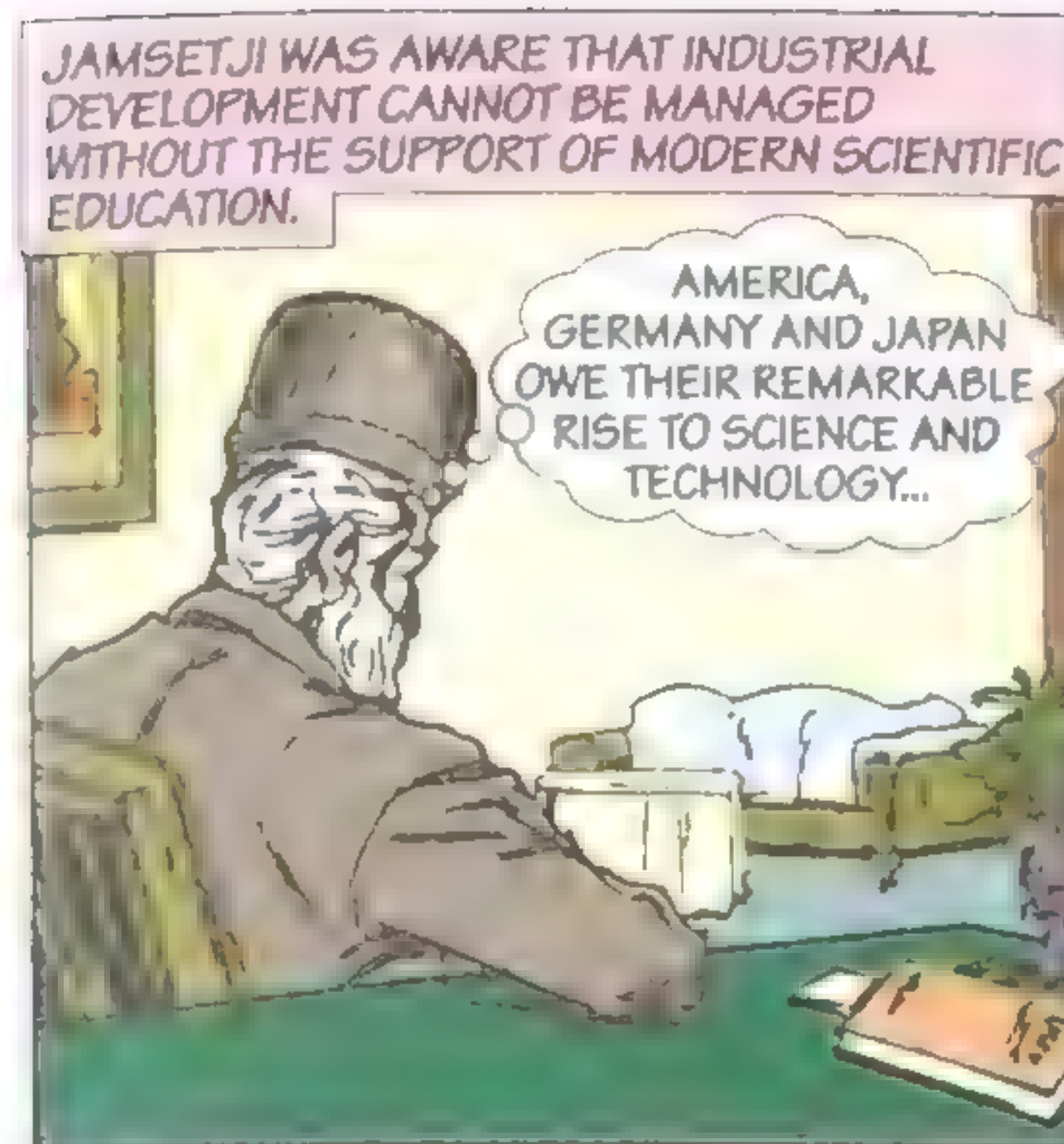
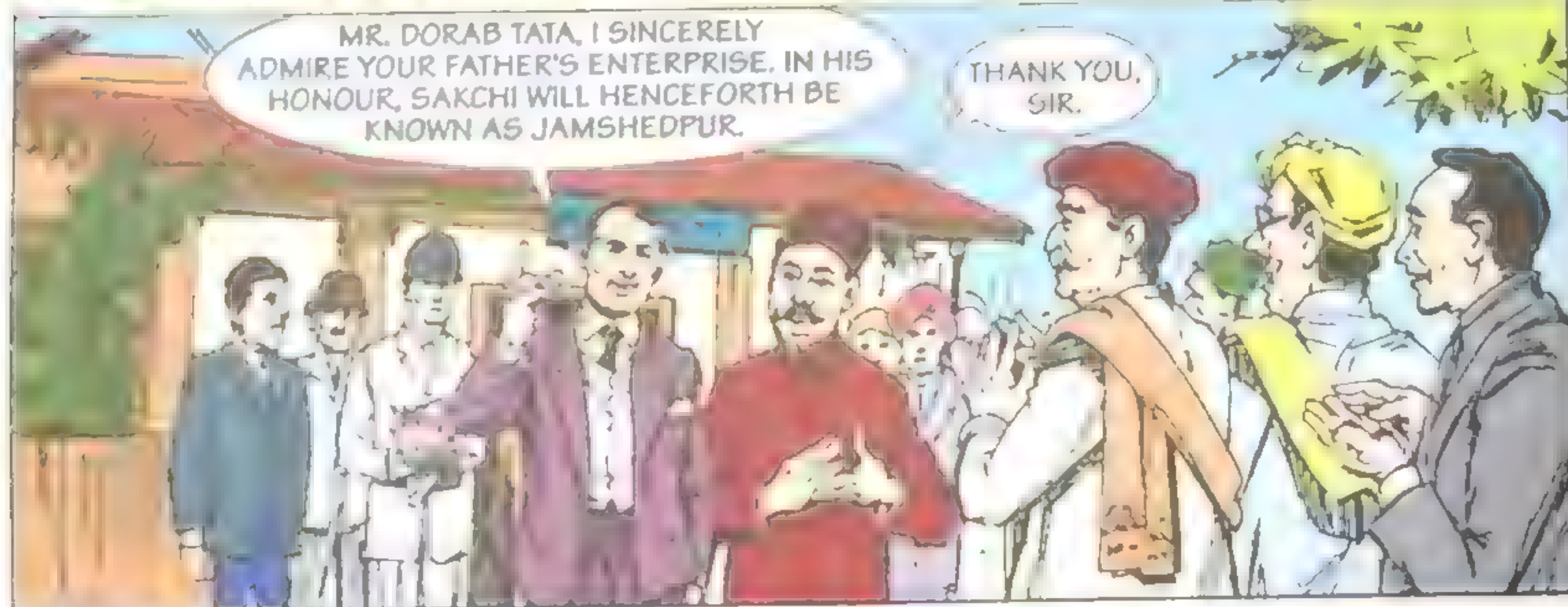








IN FACT, YEAR LATER, ON JANUARY 2, 1907, WHEN VICE ROY LORD CHELMSFORD CAME TO VISIT THE PLANT—



JAMSETJI HAD PLAYED MANY ROLES BEFORE THE BIGGEST SO FAR WAS LORD CURZON. BUT JAMSETJI POSSESSED A WILL OF STEEL.

I SHOULDN'T DELAY MY PLANS FOR CURZON.



HE ASKED A YOUNG PROFESSOR, BURJORJI FADSHAH, TO CARRY THE WORK FORWARD.

BURJORJI, VISIT THE BEST UNIVERSITIES OF EUROPE AND AMERICA

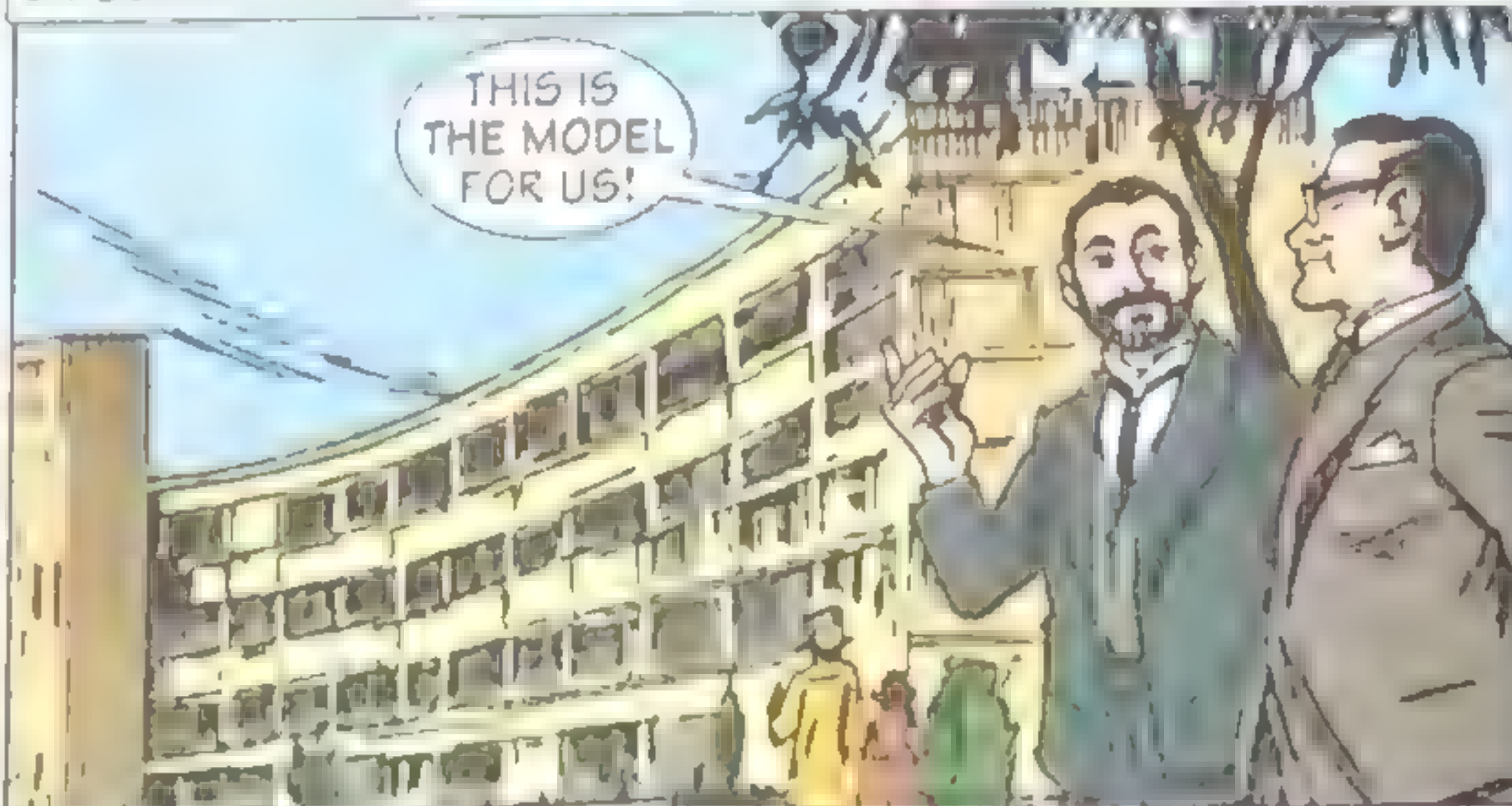


...AND SUGGEST THE MOST SUITABLE MODEL FOR US.



BURJORJI TRAVELLED FOR 18 MONTHS. HE WAS REALLY IMPRESSED BY JOHN HOPKINS UNIVERSITY IN BALTIMORE, USA.

THIS IS THE MODEL FOR US!



HE RETURNED TO INDIA IN 1898. IN THE SAME YEAR, DORAB TATA WAS MARRIED TO MEHERBAI BHABHA.

JAMSETJI NOW HAD AN IDEAL MODEL BUT CURZON WAS NOT BUDGING. NEITHER WAS JAMSETJI. THUS ENSUED A BATTLE OF WITS.

THE GOVERNMENT WILL NOT ASK THE RAJAS TO FINANCE YOUR UNIVERSITY.



WE WILL APPROACH THEM ON OUR OWN



THIS IS A COVERT ATTEMPT TO SEEK PERSONAL GLORY.



I HAVE NEVER ATTACHED MY NAME TO MY ENTERPRISE.



THE UNIVERSITY IS A NATIONAL PROJECT. IT WILL BEAR A NATIONAL NAME!



JAMSETJI ALWAYS SOUGHT THE ADVICE OF THE BEST BRAINS. FOR HIS UNIVERSITY, HE CONSULTED NOBEL LAUREATE DR. WILLIAM RAMSAY, THE INVENTOR OF NEON, INVITING HIM TO INDIA IN 1900.

WHERE SHOULD I LOCATE MY UNIVERSITY?

LET ME ASSESS VARIOUS LOCATIONS.

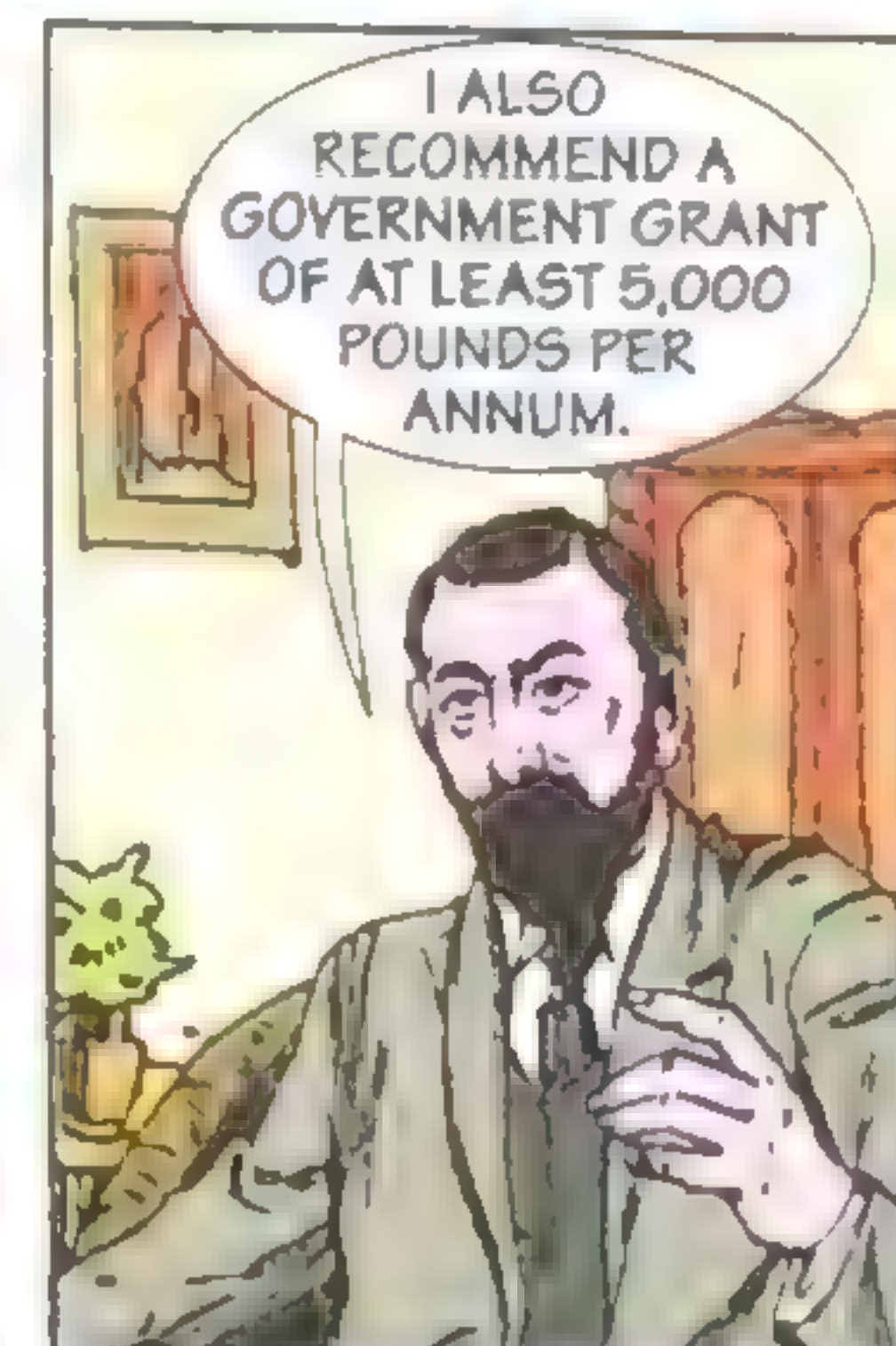


THERE WERE THREE FEASIBLE LOCATIONS - MUMBAI, MYSORE AND BANGALORE.

I RECOMMEND BANGALORE!



I ALSO RECOMMEND A GOVERNMENT GRANT OF AT LEAST 5,000 POUNDS PER ANNUM.



BUT CURZON WAS AS OBSTINATE AS EVER.

NOTHING MORE THAN 2,000 POUNDS.



I OFFER A THIRD OF MY LANDED PROPERTY. THE GOVERNMENT SHOULD AT LEAST MATCH THAT.



2,000 POUNDS AND NOT A FARTHING MORE!



I HAVE TWO SONS. I ADOPT THE UNIVERSITY AS MY THIRD!



I WILL WRITE A CODICIL TO MY WILL.



THE BATTLE CONTINUED. CURZON REMAINED ARROGANT AND ADAMANT. FINALLY, JAMSETJI DECIDED TO APPROACH THE SECRETARY FOR INDIA, OVER CURZON'S HEAD.

ON JANUARY 20, 1904, A FEW MONTHS BEFORE HIS DEATH, JAMSETJI WROTE A CODICIL TO HIS WILL.
IF THE UNIVERSITY IS REALISED AFTER MY DEATH, THE EXECUTORS OF MY WILL SHALL PROVIDE SUFFICIENT PROPERTY OR FUNDS OUT OF MY CENTRAL ESTATE

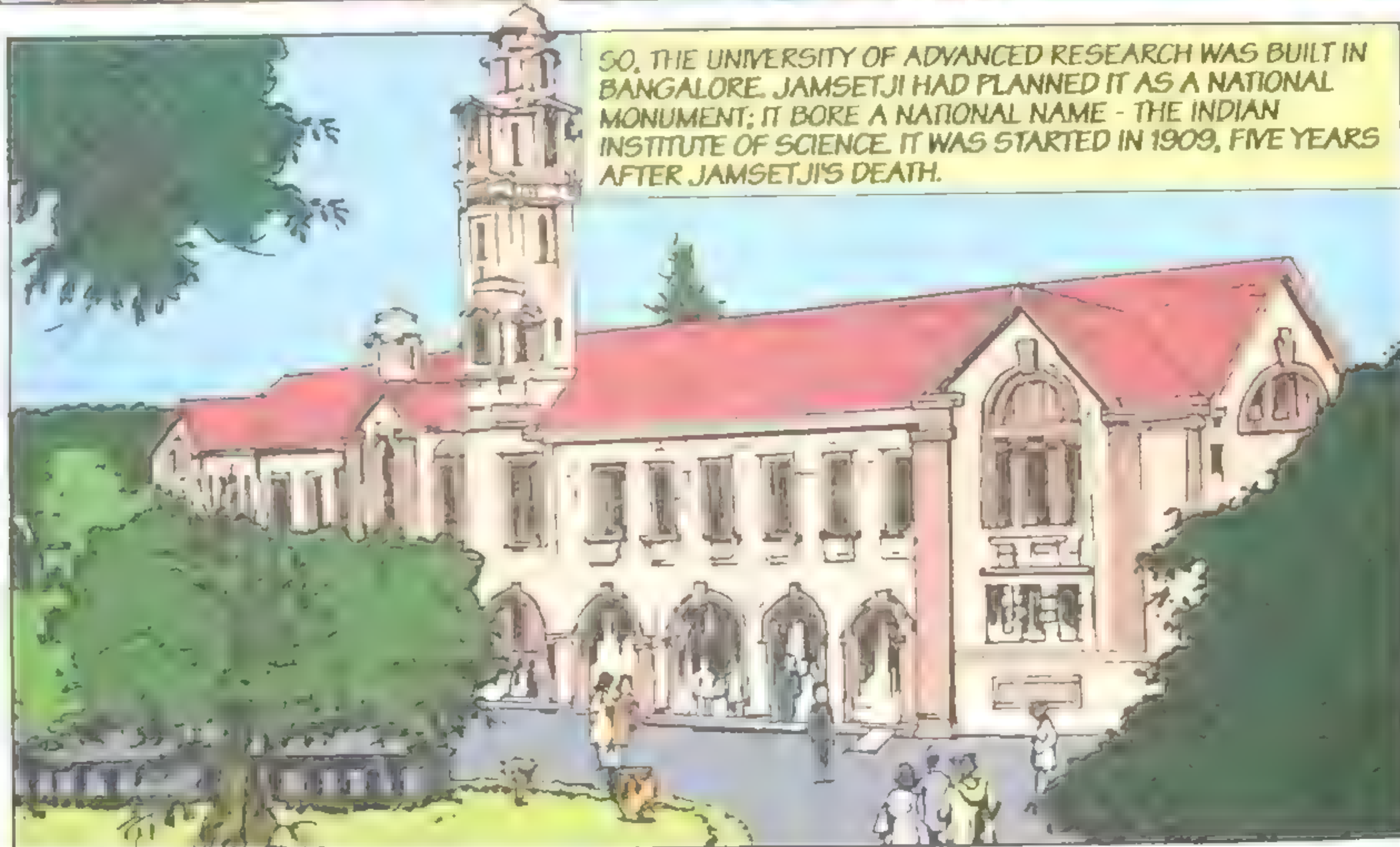


JAMSETJI'S PERSISTENT EFFORTS PREVAILED. CURZON EVENTUALLY RELENTED UNDER PRESSURE FROM HIGHER OFFICIALS IN LONDON.

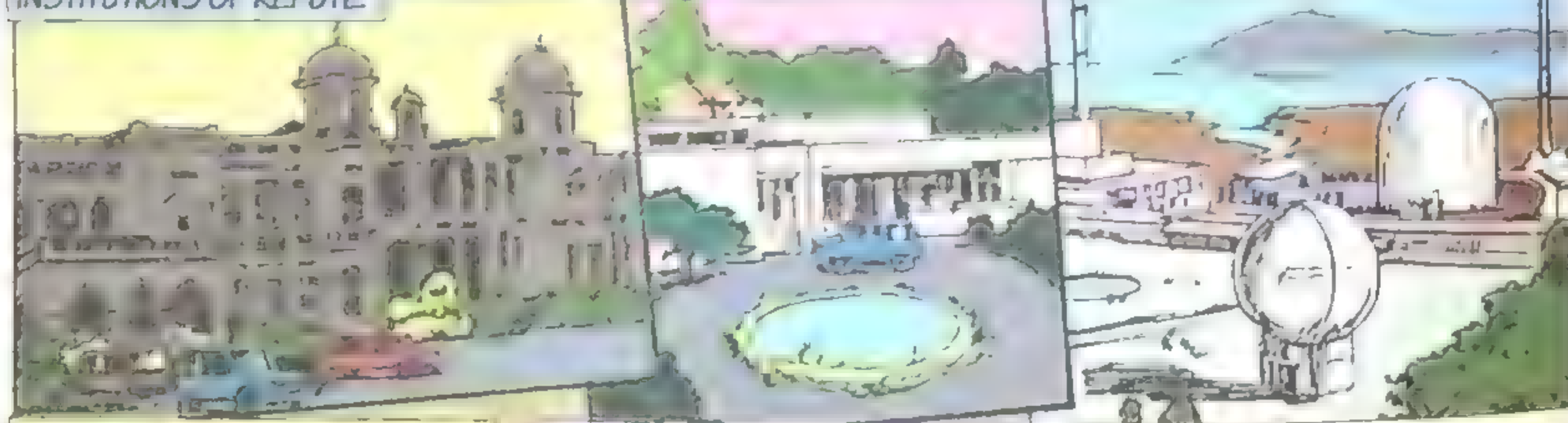


ALL RIGHT, THE TATAS CAN BUILD THEIR UNIVERSITY

SO, THE UNIVERSITY OF ADVANCED RESEARCH WAS BUILT IN BANGALORE. JAMSETJI HAD PLANNED IT AS A NATIONAL MONUMENT; IT BORE A NATIONAL NAME - THE INDIAN INSTITUTE OF SCIENCE. IT WAS STARTED IN 1909, FIVE YEARS AFTER JAMSETJI'S DEATH.



THE OUTREACH OF THE INSTITUTE WAS UNPARALLELED. IT HAD A DIRECT ROLE IN THE CREATION OF VARIOUS INSTITUTIONS OF REPUTE.

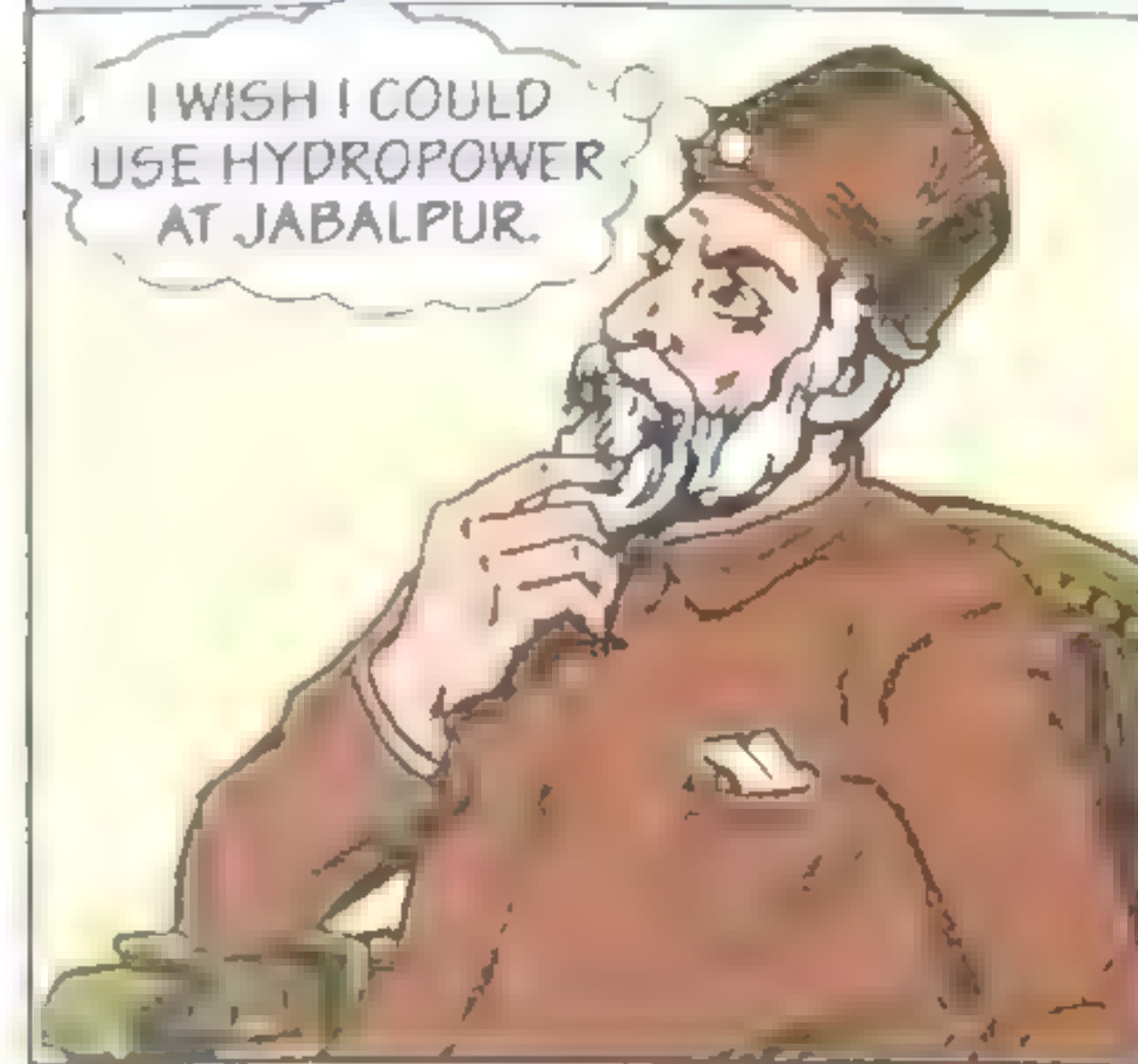


CENTRAL FOOD TECHNOLOGICAL RESEARCH INSTITUTE, MYSORE

INDIA LAC RESEARCH INSTITUTE, RANCHI

BHABHA ATOMIC RESEARCH CENTRE, MUMBAI

ANOTHER CHERISHED DREAM OF JAMSETJI TATA WAS HYDROPOWER. HIS FIRST ATTEMPT AT JABALPUR HAD NOT SUCCEEDED.



I WISH I COULD USE HYDROPOWER AT JABALPUR.

THE SECOND ATTEMPT WAS MADE AT GOA'S DUDHSAGAR FALLS. GOA WAS UNDER PORTUGUESE RULE AND MUMBAI UNDER THE BRITISH.



SORRY SIR, THE COORDINATION BETWEEN THE TWO GOVERNMENTS IS NOT POSSIBLE.

FAILURE ONCE AGAIN!

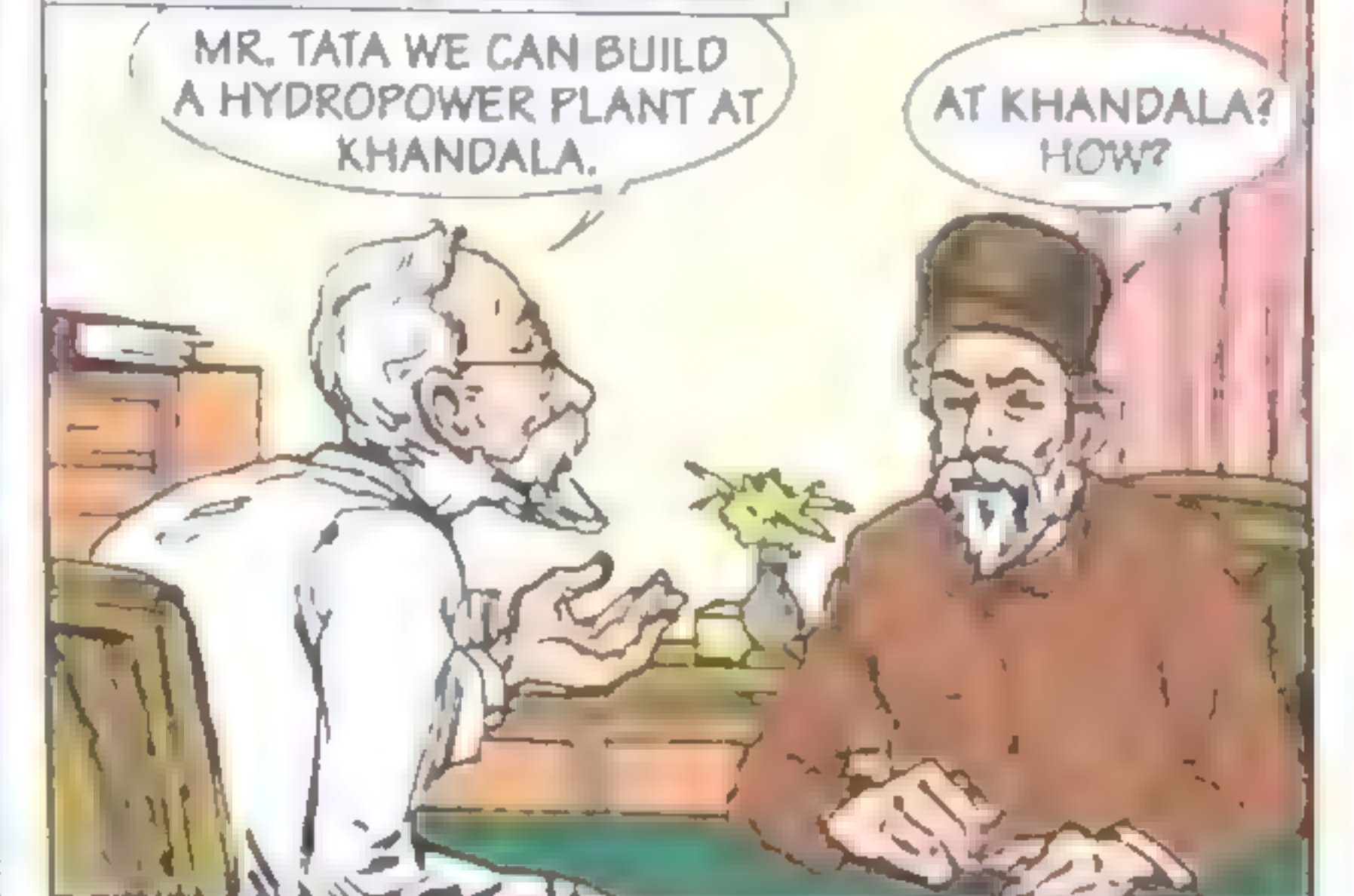
THEN JAMSETJI RECEIVED NEWS THAT RECHARGED HIM.



MR. GOSTLING, I HEAR YOU HAVE SOME ELECTRIFYING NEWS FOR ME!

YES, MR. TATA.

GOSTLING, A MUMBAI ARCHITECT, HAD WHAT JAMSETJI WAS WAITING FOR SINCE YEARS.



MR. TATA WE CAN BUILD A HYDROPOWER PLANT AT KHANDALA.

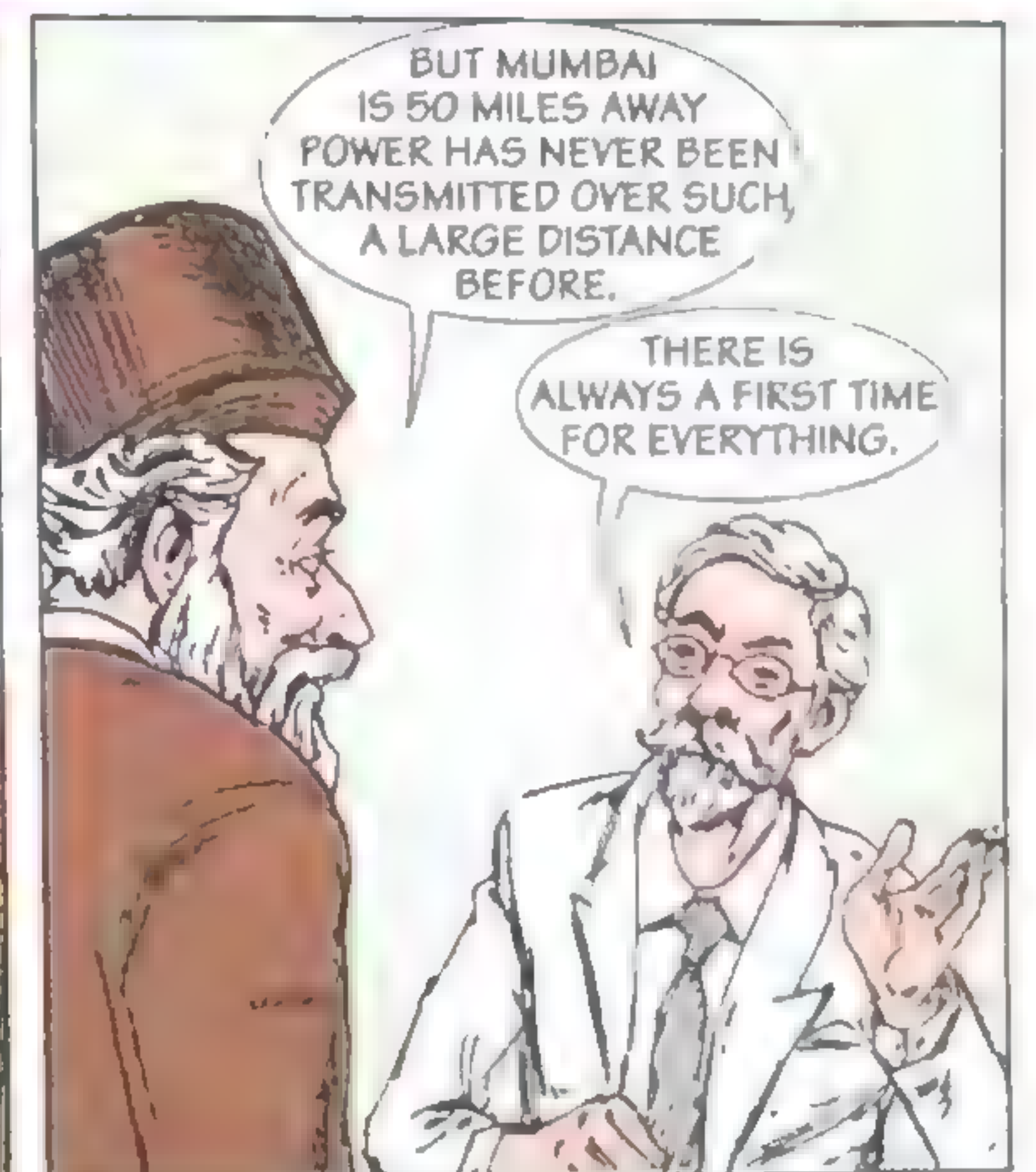
AT KHANDALA? HOW?

KHANDALA, A HILLY REGION SOME 50 MILES FROM MUMBAI, RECEIVED HEAVY RAINFALL.



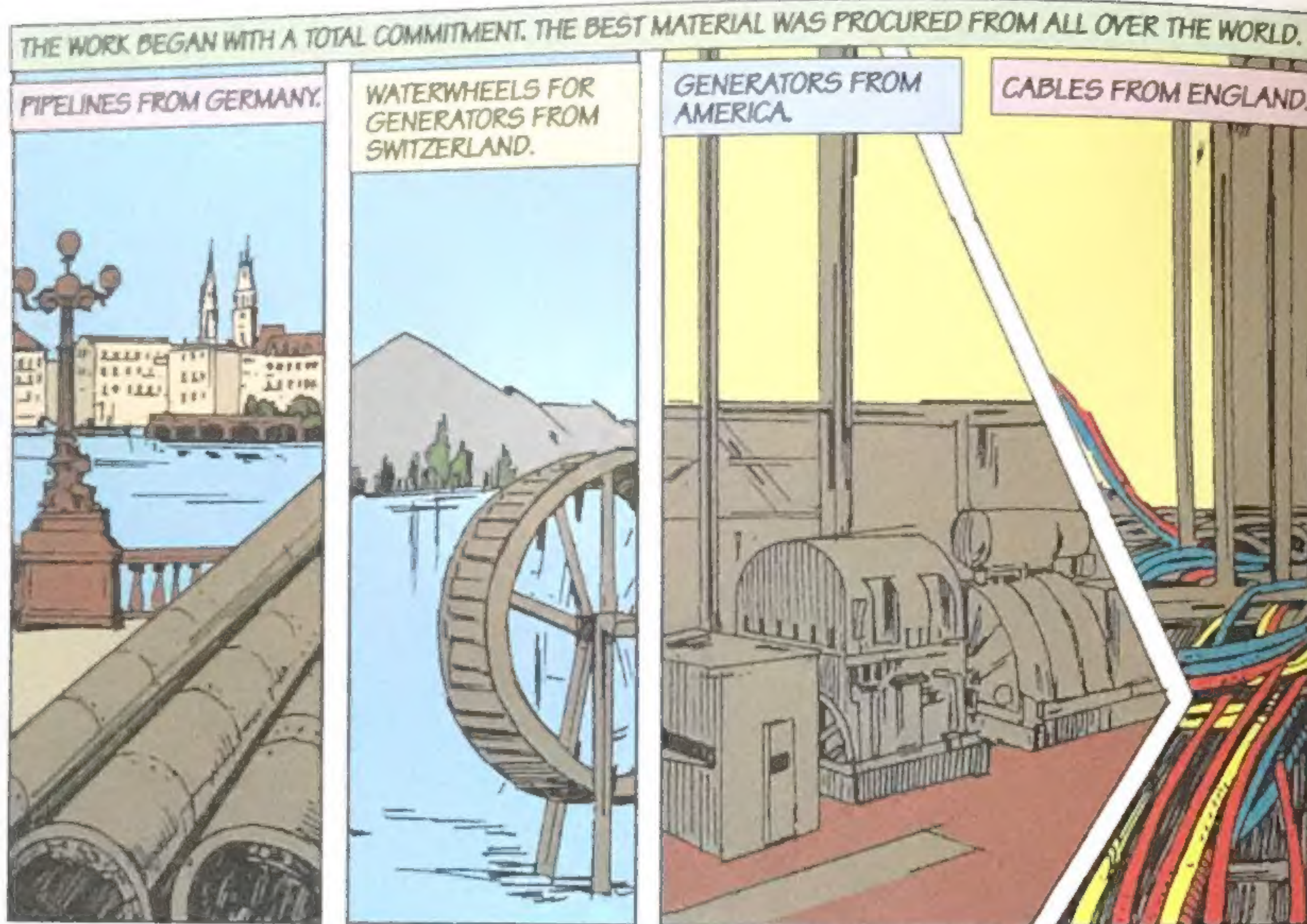
WE WILL CONSTRUCT A LAKE AND CREATE AN ARTIFICIAL WATERFALL.

BRILLIANT!

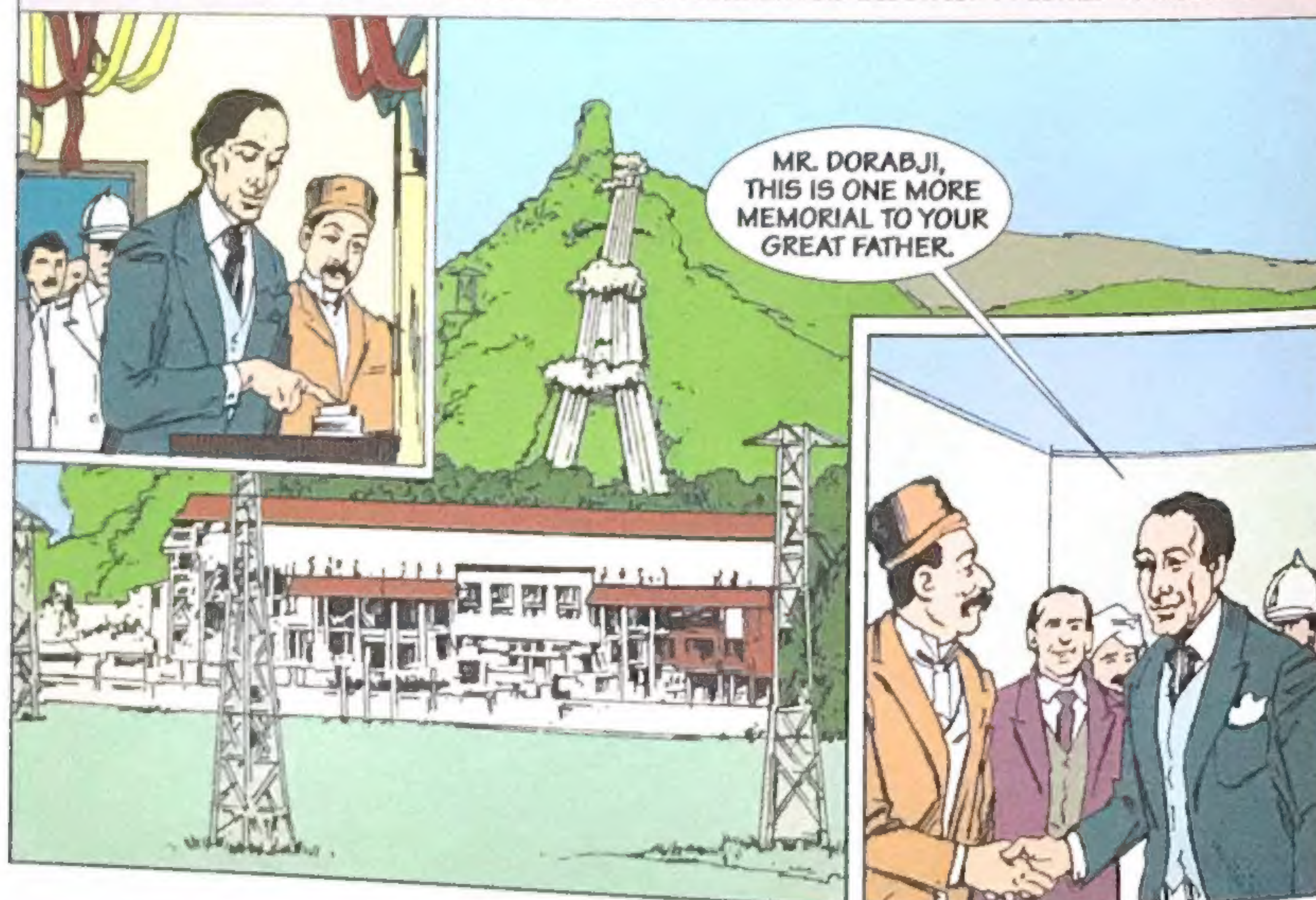


BUT MUMBAI IS 50 MILES AWAY POWER HAS NEVER BEEN TRANSMITTED OVER SUCH A LARGE DISTANCE BEFORE.

THERE IS ALWAYS A FIRST TIME FOR EVERYTHING.



THE FOUNDATION OF THE WALWHAN DAM WAS LAID IN FEBRUARY 1911, A FEW YEARS AFTER JAMSETJI'S DEATH. EXACTLY FOUR YEARS LATER, LORD WILLINGDON PRESSED A SWITCH AND ELECTRICITY FLOWED TO MUMBAI.



WITH ITS GROWING ECONOMY, MUMBAI NEEDED A WORLD CLASS HOTEL. AN UNSAVOURY INCIDENT SPURRED JAMSETJI TO BUILD ONE HIMSELF.



WHEN JAMSETJI'S SISTER HEARD OF THE NEW PROJECT—

HE PLANS TEXTILE MILLS, STEEL PROJECTS, POWER PLANTS AND AN INSTITUTE OF SCIENCE. BUT A HOTEL?!

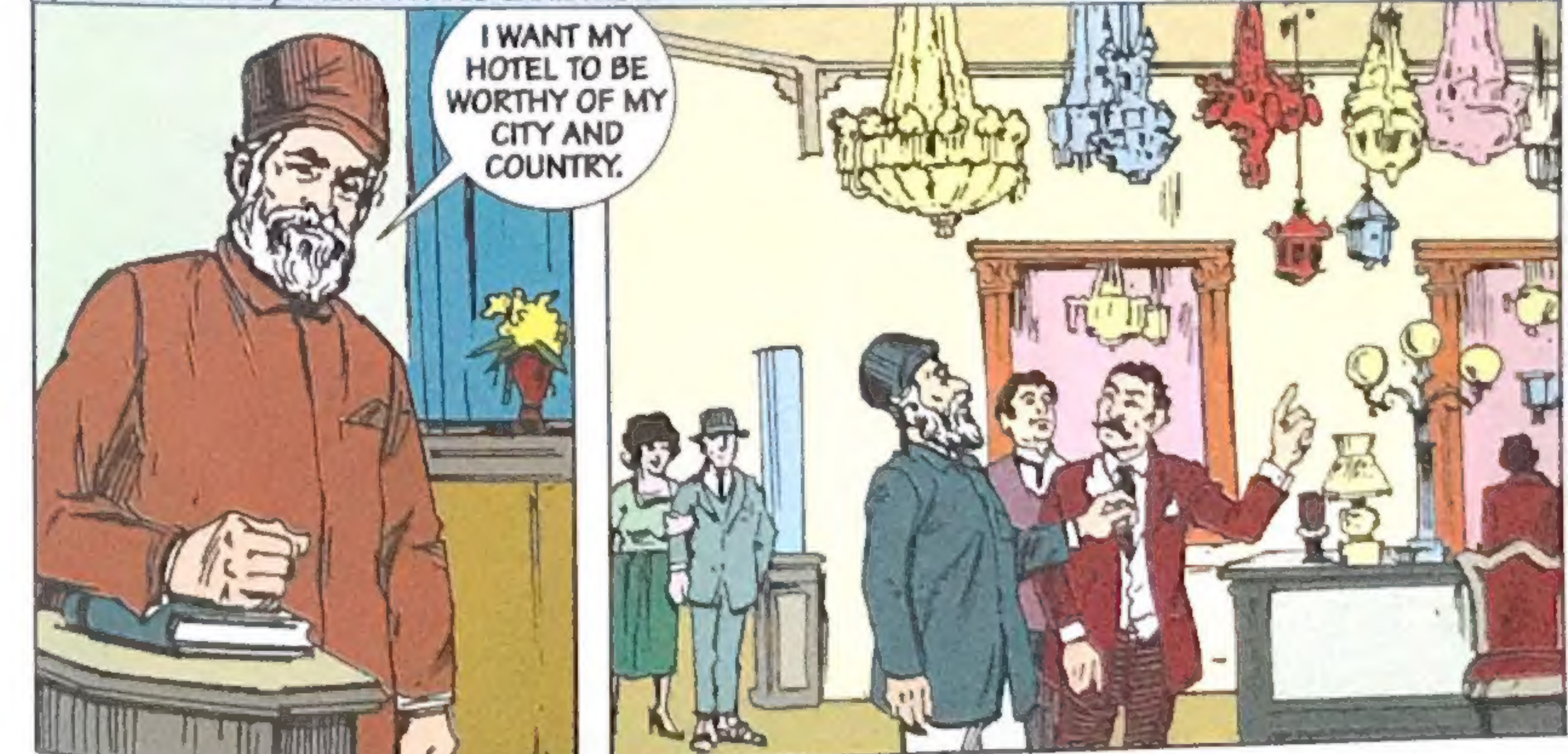
BROTHER WANTS TO START A BHATTARKHANA*!!



ON NOVEMBER 1, 1898, JAMSETJI ACQUIRED TWO AND A HALF ACRES OF LAND OPPOSITE APOLLO BUNDER IN MUMBAI.

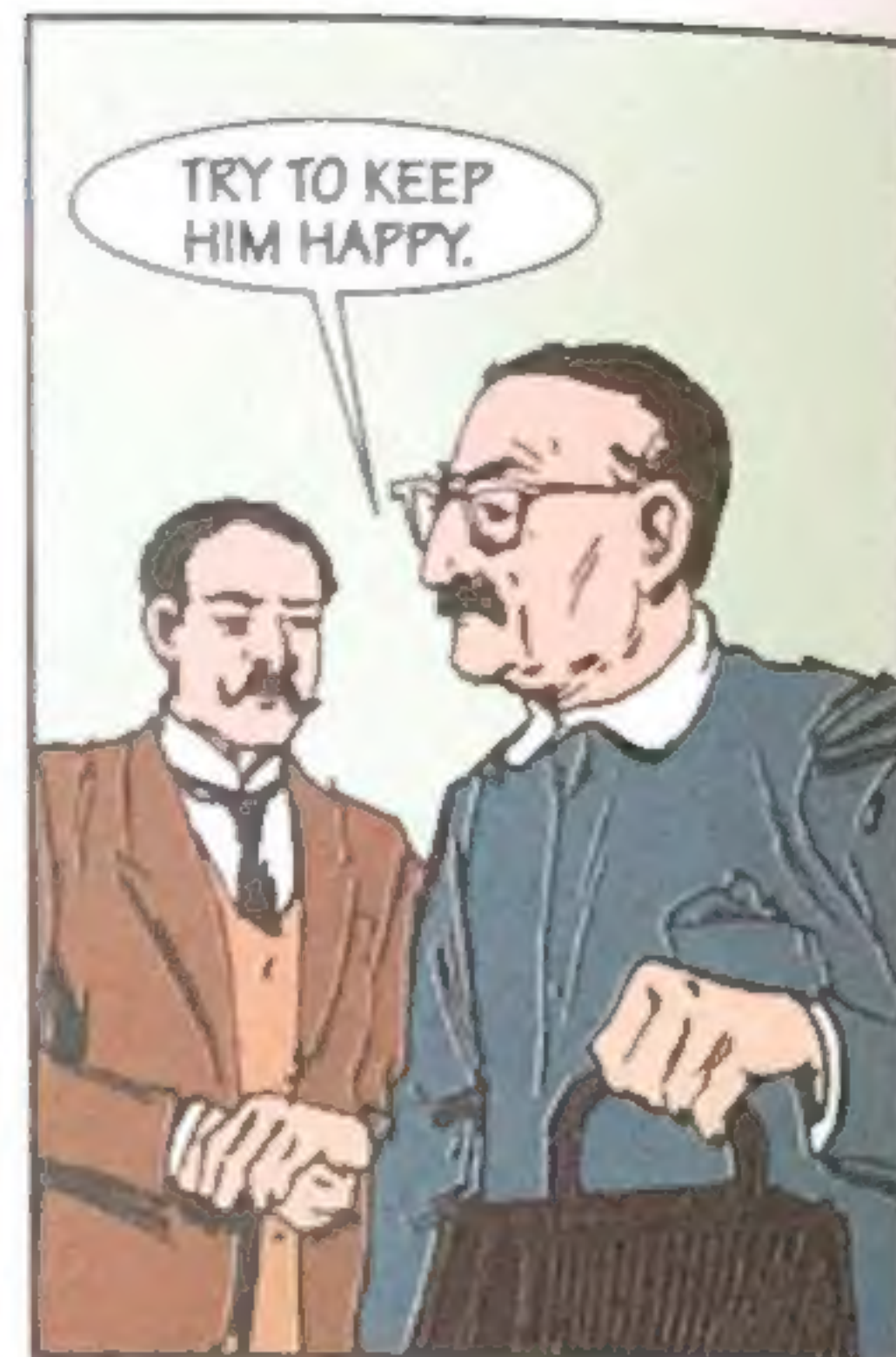


JAMSETJI SPARED NO EXPENSE TO MAKE THE TAJ A FABULOUS HOTEL. HE PERSONALLY WENT TO ORDER ELECTRICAL MACHINERY FROM DUSSELDORF, CHANDELIERS FROM BERLIN AND CAST IRON PILLARS (STILL EXISTING) FROM A PARIS EXHIBITION.



* A "BHATTARKHANA" IS AN EATING JOINT. IN INDIA, MOST EATING PLACES ADDRESS THEMSELVES AS 'HOTELS'.

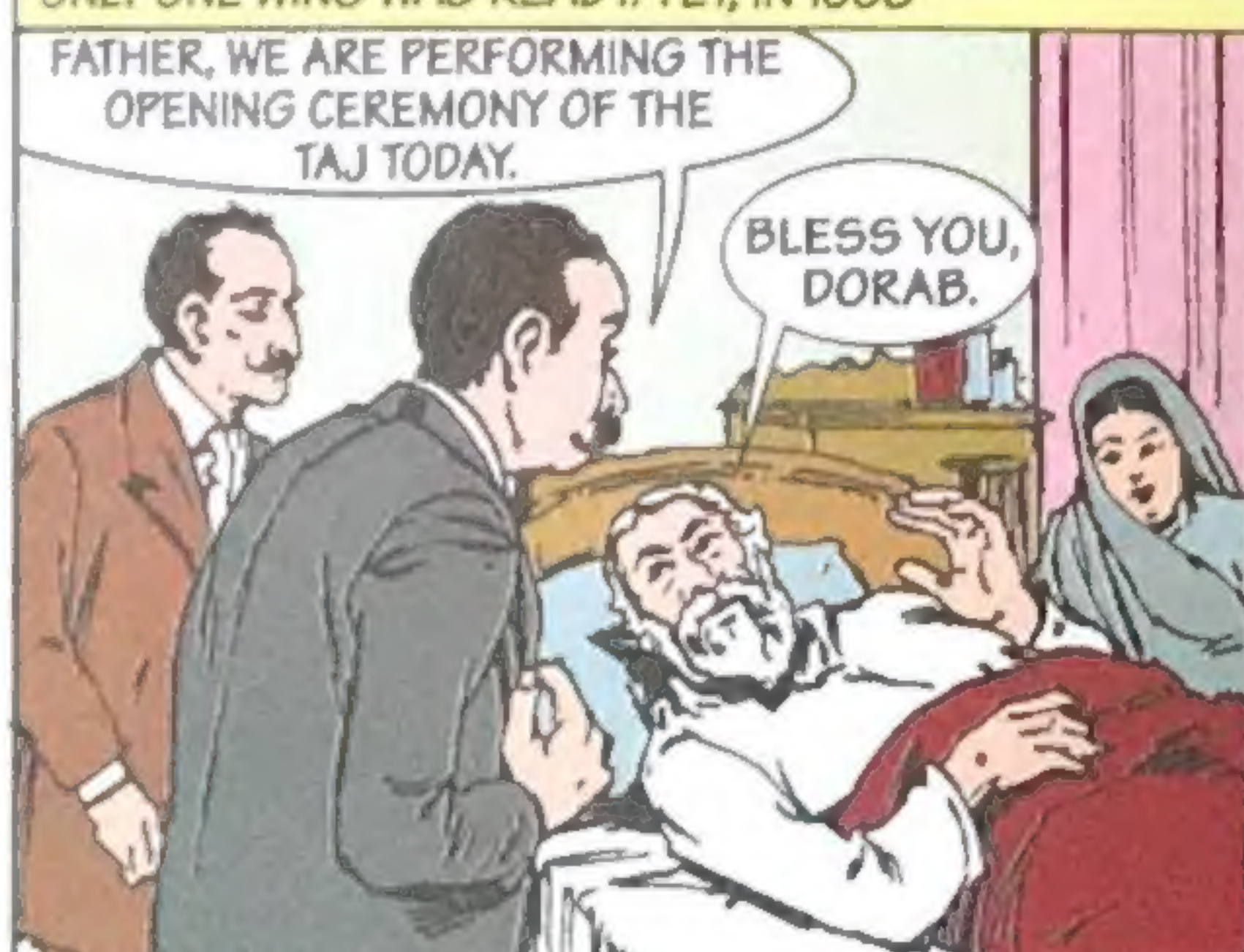
THE YEARS OF TOIL HAD AN ADVERSE EFFECT ON JAMSETJI'S HEALTH. AGE WAS CATCHING UP TO HIM.



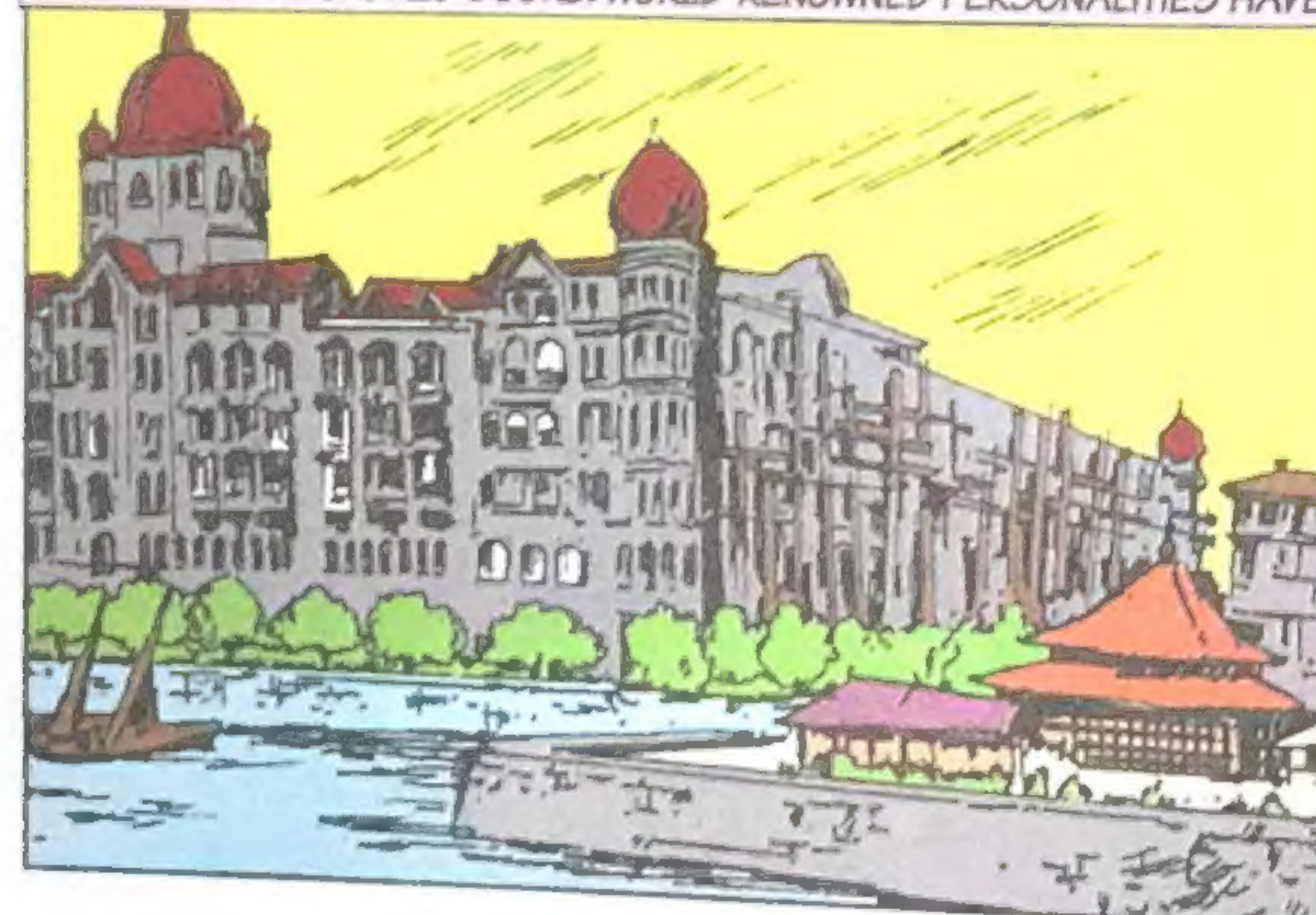
NONE OF JAMSETJI'S DREAM PROJECTS HAD BEEN COMPLETED.



THE TAJ MAHAL HOTEL BUILDING TOO WAS INCOMPLETE. ONLY ONE WING WAS READY. YET, IN 1903 -



FOR SEVERAL DECADES, THE TAJ REMAINED THE ONLY WORLD-CLASS HOTEL IN INDIA. IT HAS BEEN FEATURED IN A HUNDRED BOOKS. WORLD-RENOWNED PERSONALITIES HAVE ACCEPTED ITS HOSPITALITY.



JAMSETJI NOW WAS 64. HIS HEALTH SHOWED NO SIGNS OF IMPROVEMENT.



JAMSETJI MOVED TO EUROPE FOR RECUPERATION.

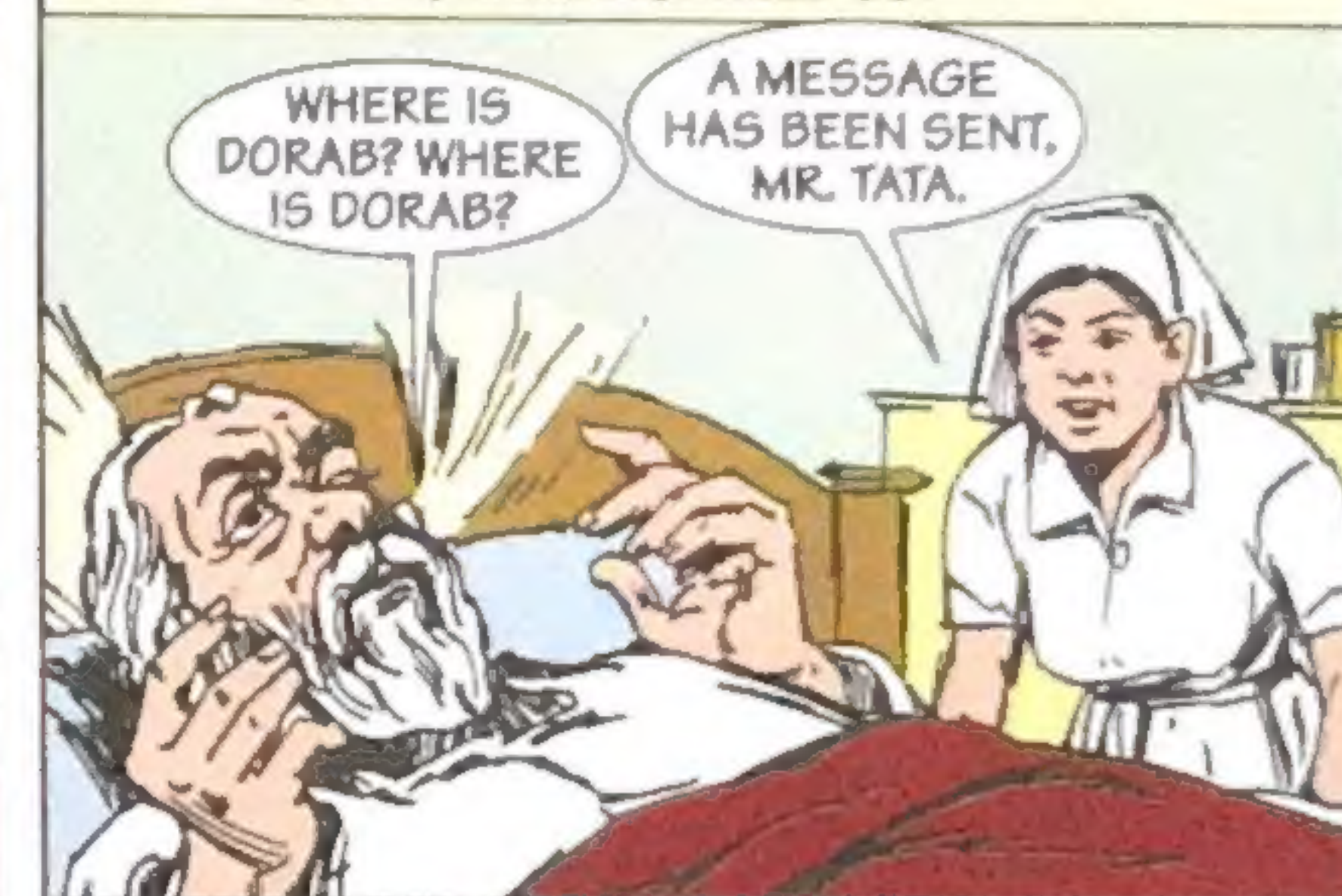


THE EUROPEAN CLIMATE DID NOT HELP. YEARS OF HECTIC SCHEDULES, TRAVELS ACROSS THE WORLD, AND A RICH SPICY DIET WERE TAKING THEIR TOLL.



ON MARCH 3, 1904, JAMSETJI'S WIFE HEERABAI PASSED AWAY.

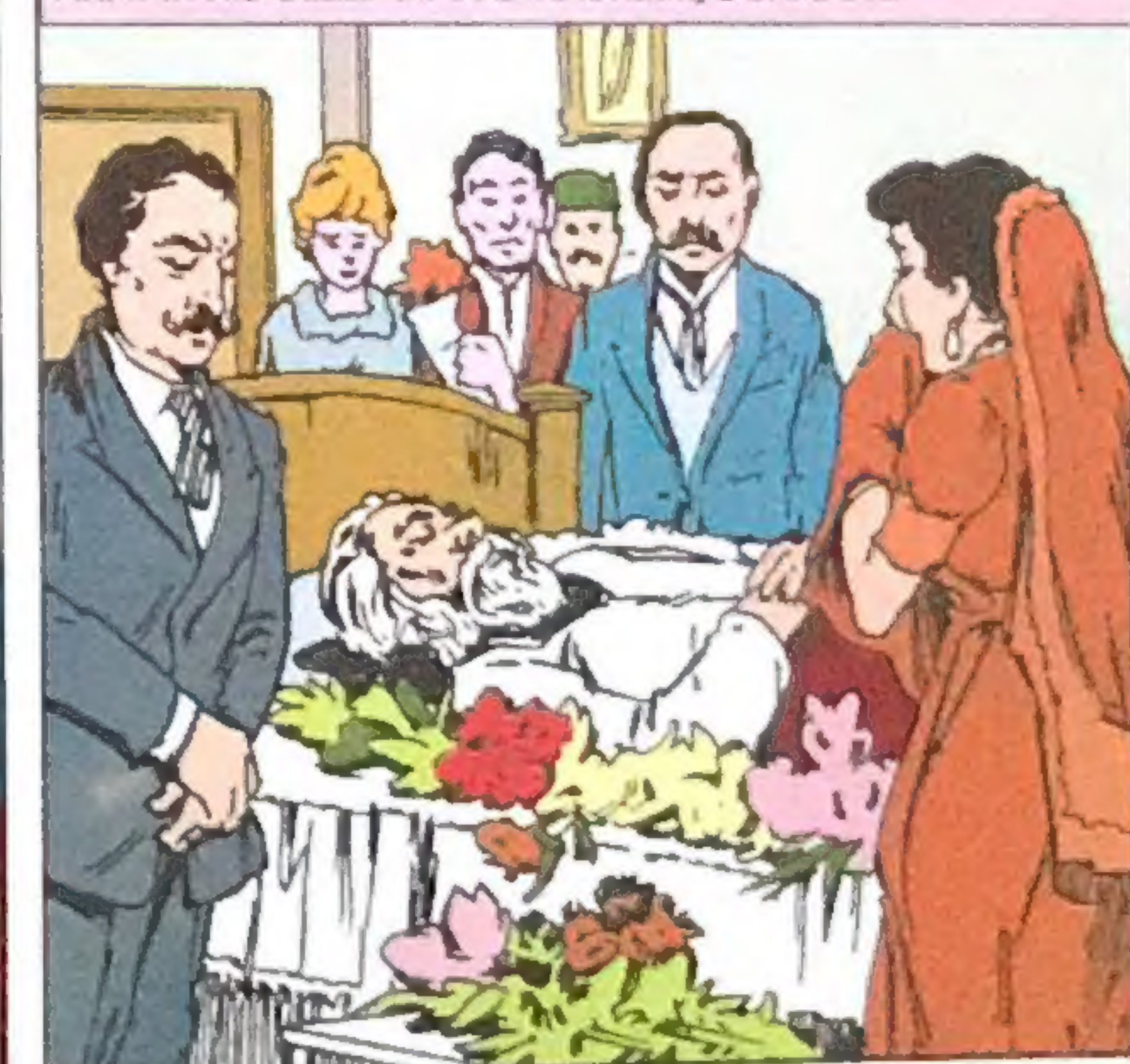
ON MAY 17, 1904, JAMSETJI CRIED OUT --



ON MAY 18, DORAB TATA AND HIS WIFE MEHERBAI, RUSHED TO JAMSETJI'S SIDE.



ON THE MORNING OF MAY 19, 1904, JAMSETJI TATA PASSED AWAY IN HIS SLEEP AT BAD NAUHEIM, GERMANY.



JAMSETJI WAS A THINKER, A PLANNER AND AN EXECUTOR OF HIS PLANS - A RARE COMBINATION. BUT THE MOST REMARKABLE FACT IS THAT ALL HIS MAJOR DREAMS WERE REALISED AFTER HIS DEATH.

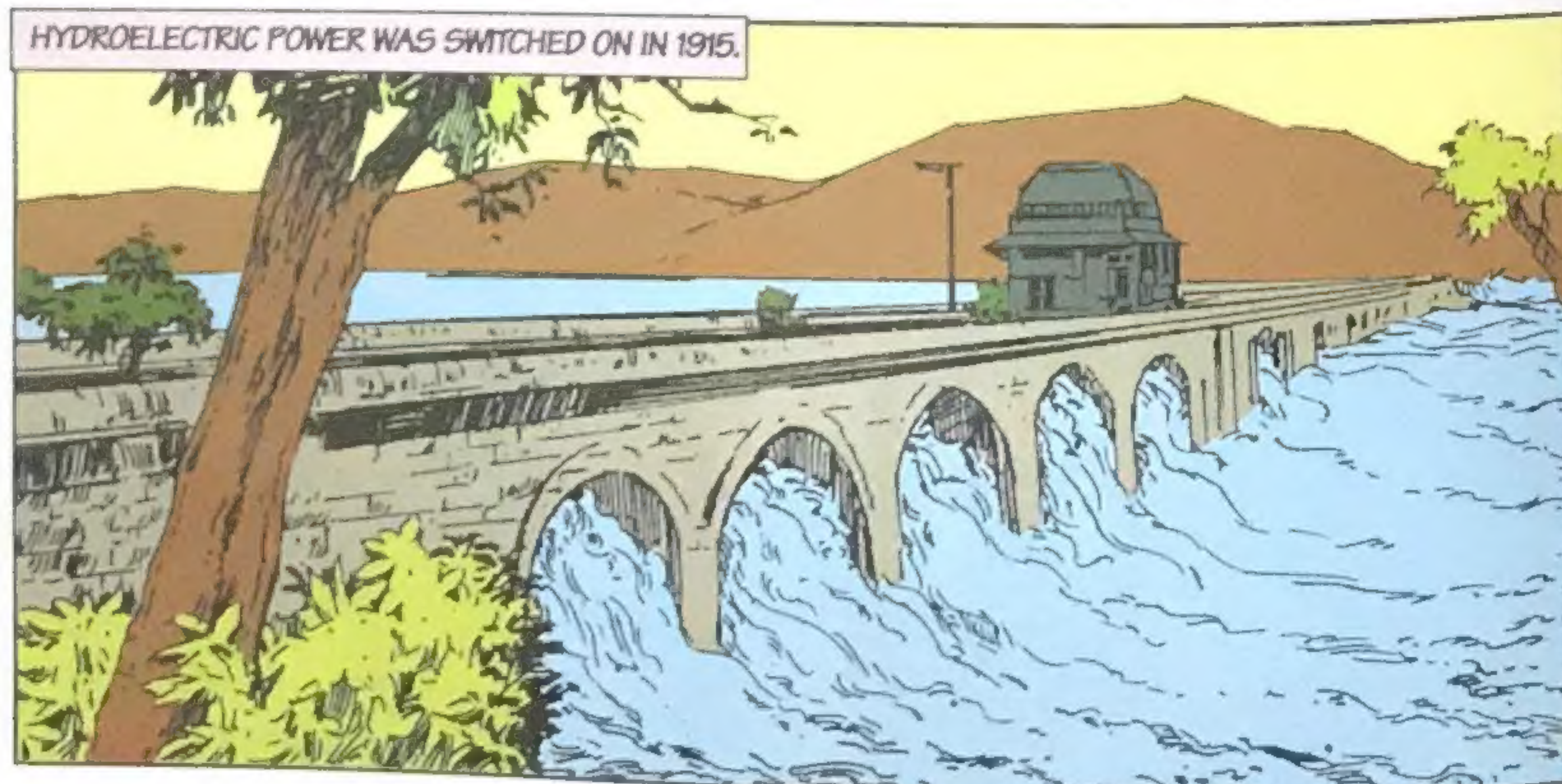
THE INDIAN INSTITUTE OF SCIENCE OPENED ITS DOORS IN 1911.



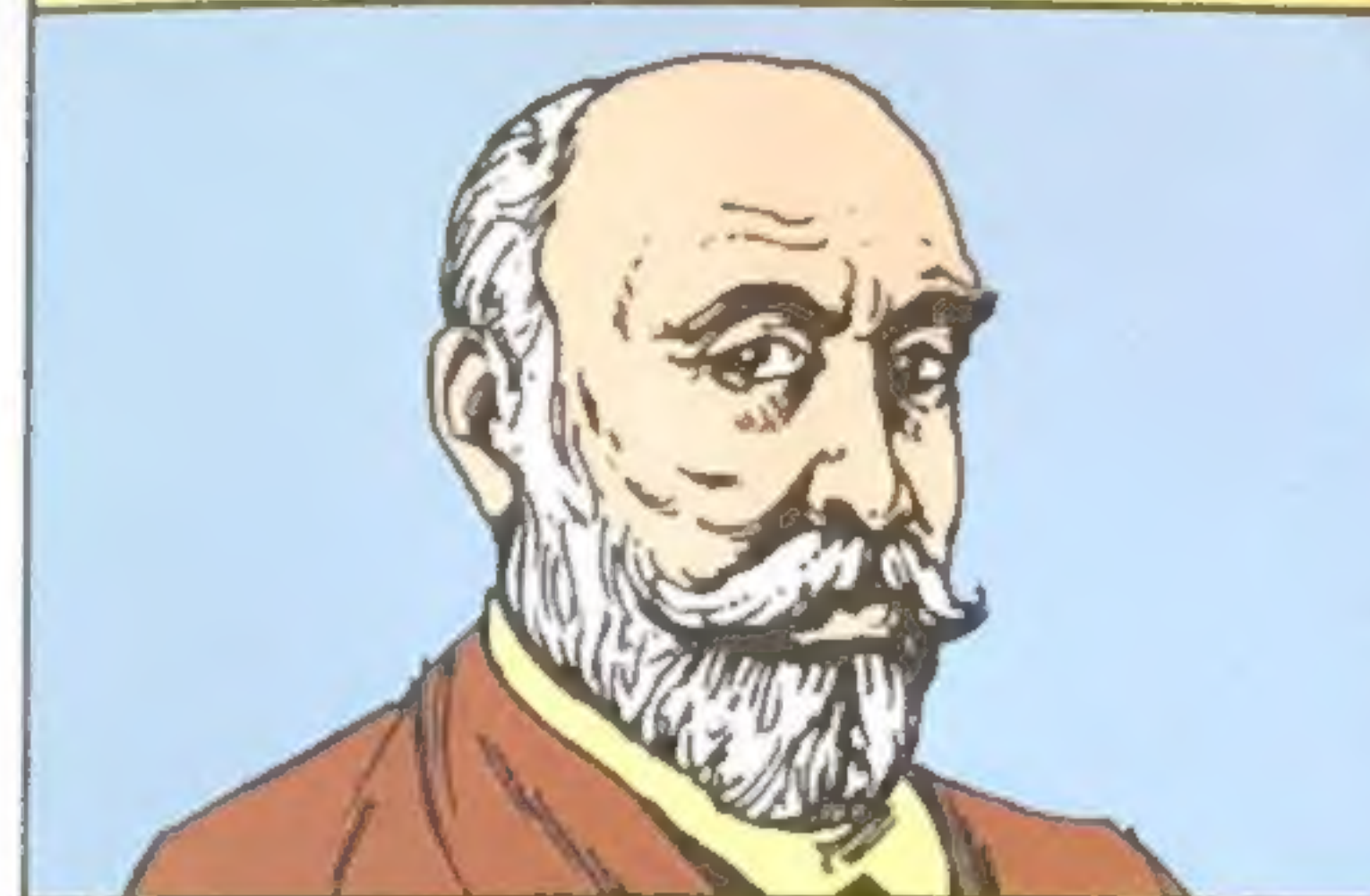
THE FIRST TATA STEEL INGOT ROLLED OUT IN 1912.



HYDROELECTRIC POWER WAS SWITCHED ON IN 1915.



MANY PEOPLE DREAM, BUT HOW MANY CAN DREAM BEYOND THEIR LIFETIME? JAMSETJI'S DREAMS WERE REALISED EVEN AFTER HIS DEATH BECAUSE HE WAS A TRUE LEADER. A TRUE LEADER DOES NOT SIMPLY LEAD, BUT BUILDS A TEAM THAT CARRIES HIS MISSION FORWARD, EVEN WHEN HE IS NO MORE. PROMINENT AMONG THESE WERE —



DORABJI TATA

THE TWO SONS OF JAMSETJI TATA, SIR DORABJI TATA, KNIGHTED IN 1910, PLAYED A CRUCIAL ROLE IN REALISING JAMSETJI'S DREAMS AFTER HIS DEATH. SIR RATAN TATA, THE YOUNGER SON, WAS ENTRUSTED WITH JAMSETJI'S DREAM OF DEVELOPING MUMBAI. HE WAS KNIGHTED IN 1916.



RATAN TATA



BEZONJI MEHTA

A SELF-MADE MAN. EXTREMELY CAPABLE ORGANISER AND MANAGER. HE FREED JAMSETJI FROM THE ONEROUS TASK OF RUNNING HIS MAJOR COTTON MILL, TO DREAM BIG.



R. D. TATA

JAMSETJI'S COUSIN (MATERNAL UNCLE'S SON AND J.R.D. TATA'S FATHER). A FINANCIAL WIZARD. HE STOOD LIKE A ROCK WITH THE TATAS IN ALL HOURS OF NEED.



BURJORJI PADSHAH

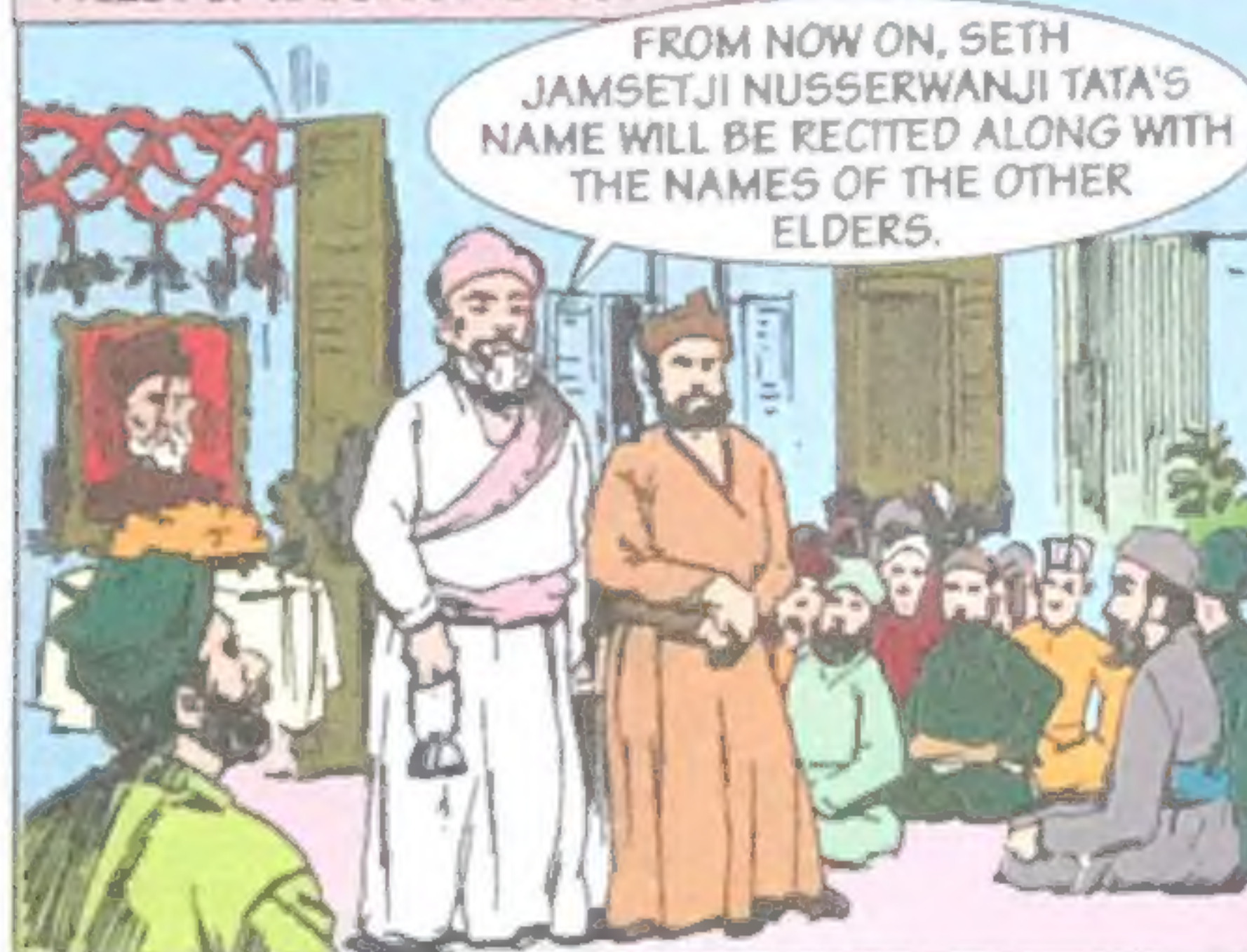
FEW MEN WERE MORE VALUABLE TO JAMSETJI THAN BURJORJI. HE WAS JAMSETJI'S MAIN ADVISOR AND AIDE



CHARLES PAGE PERIN

CONSULTING ENGINEER FOR THE TATA STEEL PLANT. THE KEY PERSON IN GETTING THE PLANT BUILT.

AT HIS UTHAMANA (POST-FUNERAL CEREMONY), THE HEAD PRIEST OF NAVSARI PROPOSED —

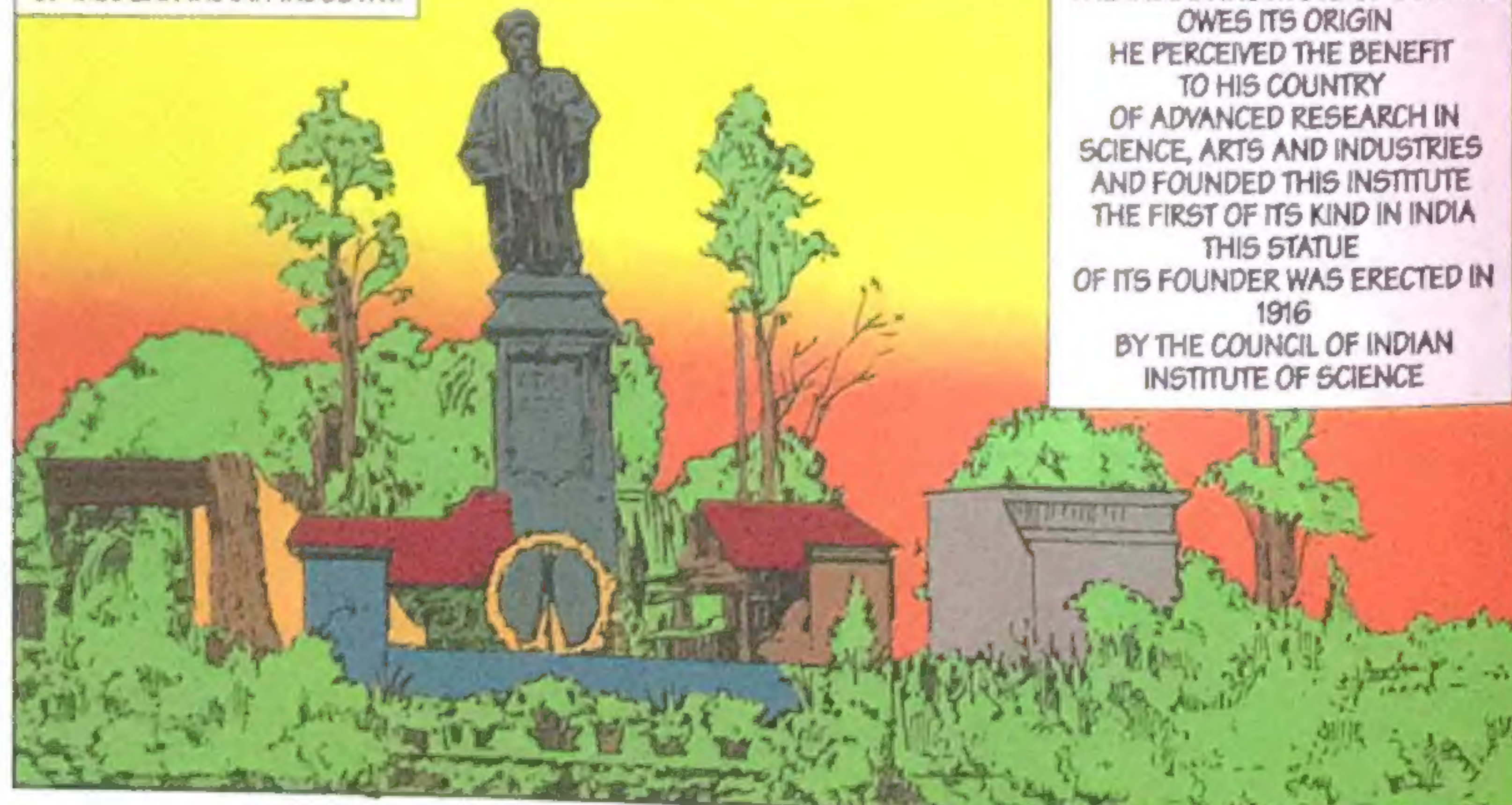


AT JAMSETJI TATA'S MEMORIAL MEETING ON MARCH 28, 1905, SIR LAWRENCE JENKINS, CHIEF JUSTICE OF BOMBAY HIGH COURT, EULOGISED —

WEALTH CAME TO HIM IN FULL MEASURE, BUT HE REMAINED TO THE LAST WHAT HE WAS BY NATURE, A SIMPLE, MODEST GENTLEMAN, SEEKING NEITHER TITLE NOR PLACE, AND LOVING WITH A LOVE THAT KNEW NO BOUNDS THE LAND THAT GAVE HIM BIRTH.



THE GOVERNING COUNCIL OF THE INDIAN INSTITUTE OF SCIENCE, BANGALORE, DECIDED TO ERECT A FITTING MEMORIAL TO JAMSETJI. THE INSCRIPTION BELOW THE BRONZE STATUE OF JAMSETJI TOO PAYS AN APT TRIBUTE TO THE FATHER OF MODERN INDIAN INDUSTRY.



JAMSETJI NUSSEERWANJI TATA TO HIS FORESIGHT AND PATRIOTISM THE INDIAN INSTITUTE OF SCIENCE OWES ITS ORIGIN HE PERCEIVED THE BENEFIT TO HIS COUNTRY OF ADVANCED RESEARCH IN SCIENCE, ARTS AND INDUSTRIES AND FOUNDED THIS INSTITUTE THE FIRST OF ITS KIND IN INDIA THIS STATUE OF ITS FOUNDER WAS ERECTED IN 1916 BY THE COUNCIL OF INDIAN INSTITUTE OF SCIENCE

PRABUDDHA BHARATA STARTED BY SWAMI VIVEKANAND WROTE —

THE MAKING OF A PROSPEROUS NATION DEPENDS ON QUALITIES OF THE HEAD AND HEART LIKE THOSE POSSESSED BY MR. TATA. A FEW MORE TATAS COULD CHANGE THE FACE OF INDIA.



JAWAHARLAL NEHRU SAID OF JAMSETJI TATA —



JAMSETJI HAD THE VISION OF AN INDUSTRIAL INDIA, BASED ON FOUNDATION OF STEEL. HE FORMED HIMSELF INTO A ONE-MAN PLANNING COMMISSION AND EMBARKED UPON HIS OWN FIVE YEAR PLAN, AND INDEED EVEN LONGER RANGE PLANS.

WHICH OF THE ACKs HAVE YOU STILL NOT READ?

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Ganga
Garuda
Ghatotkacha
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Hanuman To The Rescue
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Krishna And Narakasura
Krishna And Rukmini
Krishna And Shishupala
Krishna And The False
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Kubera
Kumbhakarna
Mahabharata
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Guru Gobind Singh
Guru Har Gobind
Guru Nanak
Guru Tegh Bahadur
Hiuen Tsang
J.R.D. Tata
Jagadis Chandra Bose
Jamsetji Tata
Jawaharlal Nehru
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